BROADCASTING
and
Broadcast Advertising

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ilene's Discovers the Power of Radio

ew Technique for Department Stores Basis to Syndicated Air Series

By BROOKS SHUMAKER
General Manager
Wm. Filene's Sons Co., Worcester, Mass.

EDITOR'S NOTE—*Filene's, huge New England merchandising leader, has successfully devised a radio technique that may provide the basis for nationally syndicated use of the air by department stores. The story of Filene's Worcester store provides one of the high spots of retailers use of radio. Already in the works at Associated Merchandising Corp., New York, is a syndicate project. AMC is the central buying organization of the most powerful group of department stores and specialty shops in the nation. Its research, operating, sales and publicity adjunct, Retail Research Assn., has been studying the project and is about ready to launch it. Tentative preliminary approval has been given by the NAB, whose code committee will take it up formally in the next few weeks. The National Retail Dry Goods Assn. plans to give the NAB a half-day at its Jan. 15 convention in New York to demonstrate the program.*

RADITION holds—the pen is ightier than the sword—but cur- nt events prove the human voice, oadcast to millions over the ether ves, is mightier than the pen its modern counterpart—the ess.

At least that has been the expe- ence of Wm. Filene's Sons Co. orcester store in the mass dis- ibution of certain commonplace ticles of merchandise in every- y use. But first allow me to etch briefly the background, ex- rience and merchandising prob- ms of Filene's Worcester branch, d that dramatic chain of events hich led up to our keen interest radio advertising and its in- asing prominence in our pub- ty program.

Those 1927 Days

Back in the good old days of 7, when AT&T was selling at and economists were talking era", the road to success in expansion. Wm. Filene's Co., Boston, the world's larg- specialty ready-to-wear and ssories shop, with a volume oximating 30 million dollars er one roof, caught the pre- ing fever of the day and age. Aided and abbetted by the youth- enthusiasm of the author, they tracted a long-term, step-rate e for a three story and basement e in Worcester, Mass. Worces- , a city of 200,000, best identi- by the beams of WTAG, is -way between Boston and ngfield. Its well-diversified industries provide a payroll of near boom proportions in good times, but leave it highly vulnerable to a depression.

Our long-term lease, measured in terms of the telephone numbers of the blooming 20s, was a matter for congratulations. True, the location was at the extreme end of the good shopping district and on the wrong side of the street, but 100% locations had been bid up to fantastic figures, and in any case the Filene name and reputation could move mountains, let alone pull people across Main Street.

So Filene's first major expansion began to take shape in a maze of brick, mortar, steel and Grand Rapids fixtures running the capital account into a few hundred thousand.

But so what? Future profits would surely take care of that. After all why should the world's largest specialty shop, with a surplus of 6 millions, economize on its first major expansion?

March 10, 1928, was the grand opening. A new Filene store in Worcester had been big news for months and Worcester and Worcester County flocked in by thousands to look us over. First day sales were satisfactory, but Worcesterite reaction was variable. Summing it all up, Worcester was a bit disappointed. Thousands of dollars worth of free and paid advance publicity had oversold her. Through a telescope she had visualized Filene's mammoth plan in Boston transplanted direct to Worcester. Not reversing the telescope, she came to the shocked realization that Filene's Worcester was merely a miniature with all of the handicaps attendant.

A Sorry Start

The offspring of a distinguished, world-famous sire is judged by no ordinary standards—and Filene's Worcester failed in many ways to measure up to the Filene tradition. Our ambitions were great, our performance mediocre. We were beset with all the problems of extreme newness. The calipers, which gauged the workings of our mother-store with fine precision, failed to produce a fitting counterpart in Worcester.

Frankly, the new Worcester Store knocked badly and only too frequently missed fire—providing abundant headaches for the Boston management and heartaches for the local personnel. Time and experience were gradually to correct this—bearings worked in, knocks ethylized. Thinking, standards and operation were "de-magnified" and geared to a million-dollar rather than to a 30 million-dollar operation.

But almost from the start it became evident that our problem was volume; that the heavy traffic of the opening days had been predicted upon the illusion of a Boston Filene's in Worcester, that our problem was to re-sell Worcester on a new type of Filene Store—a store which could be operated and merchandised profitably in a city of 200,000. As the momentum of the initial publicity slowed, traffic dropped off and sales volume took a nose dive. The 50-foot breadth of Main Street intervened like the English Channel.

MR. SHUMAKER

See editorial "Take It From Filene's" on page 34 of this issue.

It became apparent that no swift blitzkrieg, backed even by the famous Filene reputation and resources, could carve a lasting position for the "outlander" in the firmly entrenched ranks of Worcester competition with its decades of family tradition. We learned that lasting reputation cannot be inherited—it must be earned.

And Then the Slump

Even in the heydays of the late 20s, it became increasingly evident that our problem was sales-volume—the answer, increased customer traffic—the means, more effective publicity. We analyzed our position and concluded we had been "high-hatting" Worcester, a city with a buying power largely in the medium and low end. We stepped up our "*price*" promotion and placed our chips on the sure-fire medium, newspaper advertising. Worcester took notice. Main Street became crossable once more.

Came depression! In the words of Louis E. Kirstein, vice-president of Wm. Filene's Sons Co., speaking to a group of Worcester Store executives—"the great American honeymoon is over". The labor pains began. Although highly diversified as to its industries, Worcester was to feel the full brunt of world depression. Business hit the toboggan; prices dropped; wages followed.

The position of the new Filene Store was particularly vulnerable; sales fell off sharply, but fixed expenses remained fixed, and our rent, already assuming the proportions of the national debt, was soon to take another jump under the step-rate clause. With our operating statement a tragedy in red ink, controllable expenses were pared to the bone—but not newspaper advertising. "Soft" goods must turn-over or they spoil like ripe fruit. Traffic is vital to turnover, and newspaper advertising was the one sure means, for back

AMONG FILENE'S successful sales events have been the radio campaigns for their line of Me-Do underwear, designed for easy negotiation by children. Here is a window of Me-Do garments, with microphone.

in the early 30's radio advertising to the average retailer was but the voice of one calling in the wilderness.

From the start newspaper advertising received the lion's share of our advertising appropriation, carried the promotional load, and delivered the goods in the shape of customer traffic. Gradually we became a Worcester institution, gradually people began to trade with us through habit, but at no time had we ever reached the point where our very existence, let alone our growth, was not dependent upon constant and practically daily contact with the buying public through newspaper advertising.

For the first ten years in Worcester our advertising was spread over three newspapers, a morning-evening combine with large circulation which pretty well dominated the Worcester market and a much smaller evening paper which was eventually absorbed by the combine. Recognizing the dangers in the monopolistic position of the combine, we lent a sympathetic ear to the plans of a group interested in operating a *Shopping News* in Worcester, and in company with one other large Worcester store we released the first of a series of ads to *Shopping News*.

Quick Reaction

Newspaper repercussions were immediate and definite—the very day our first ad appeared in *Shopping News* the positions of our ads were changed from first section to the very last section *and this change was made between editions.*

This was WAR—undeclared but nevertheless real—with vital issues at stake for a business which had lived for 12 years on newspaper advertising.

We faced the alternative of withdrawal from *Shopping News* and capitulation, or continuing the struggle and readjusting our advertising schedule to offset the impaired force of our newspaper advertising. We elected the latter course, began to scale down our newspaper space and develop intensively other publicity mediums. Up to that time our radio efforts had been of the "spot" item variety, with variable results, but now began to receive serious attention. In contrast to the newspaper situation, Worcester has two radio stations—but the stronger, WTAG, is owned by the newspaper. Fortunately, the newspaper-radio ownership worked on the theory of not letting the right hand know what the left hand was doing and offset the loss in newspaper lineage with the gain in radio time. In marked contrast to the icy attitude of the newspaper staff from composing room to editorial desk, the entire personnel of WTAG received us with open arms.

Coming up for air, after the first shock of the newspaper ultimatum, we took inventory of promotions ahead. Our Bargain Basement's supreme effort of the entire year was but three weeks away — the Semi-Annual Sale of Men's Clothing at $13.90 — and we were up against our previous year's sales of nearly 400 garments in a single day carried 100% by newspaper advertising. Obviously the same amount of lineage carried back among the "obituaries" and "want ads" would not produce any such figures. To support our weakened newspaper line-up we sent radio to bat as a pinch hitter.

Tieing in with a Ripley "believe it or not" cartoon of our famous Automatic Bargain Basement in Boston (which appeared in the *Boston Record* of Sept. 9, 1940) we built a 10-minute script dramatizing our $13.90 Men's Clothing Sale. The cartoon of our Boston Basement depicted such unbelievables as "Filene's Basement has sold enough clothing in one year to completely outfit every man, woman and child in Metropolitan Boston, believe it or not"—"babies are not born fast enough in Boston to use all the infants' shoes sold in Filene's Basement in a year, believe it or not".

Hard To Believe

The Worcester broadcast, opening with a fanfare of cash registers, successfully interviews buyer, receiver, marker, window trimmer, and salesman—"taking the radio audience behind the scenes to show the planning, the purchasing power, the travel and search, the careful selection, the mechanical handling and layout—and finally, the sales and service organization necessary to stage a great sale," punctuating the highlights with "believe it or nots" ad lib and fading with a last fanfare of cash registers.

Our newspaper presentation of the sale appeared in the Sunday paper, relegated as usual to the third section. In fact for the first time in 12 years we knew exactly where to find our ad as the usual policy of the newspaper had been to rotate position before the "spanking" process began. Our "believe it or not" sale broadcast went on at 12:30 noon and we awaited Monday's outcome with anxious hearts. But Monday brought a cheering sight.

Thirty minutes before the opening bell, men began lining out front and at 9:30 some 250 men rushed down those basement stairs in the first five minutes—more than 200 garments were sold the first hour, and more than 700 during the day, believe it or not. Making due allowance for better business conditions, $35 of radio time, added to the usual $150 of newspaper space, had doubled the sales of any preceding year.

A New Power

Such results were fantastic—utterly without precedent. It was clear that we had harnessed a force more colorful than the line-cuts and word-pictures of newspaper advertising—*the convincing power of the human voice.* By interviewing the men directly connected with the preparation of this event—we built up a powerful dramatization of the magnitude, scope, and outstanding values of our sale in a way which carried the solid ring of absolute truth and sincerity. Just as sound gave color and life to the silent movie, radio had added interest and punch to our newspaper promotional effort.

If radio could sell men's wear, women's clothes should go even better. So we turned toward preparing a 5-minute program dramatizing our Semi-annual Sale of Barbara Lee Silk Stockings although October, 1940, already marked Nylon as the Japanese peril in reverse as marked by the steady decline of silk stocks on the Yokohama exchange. American women were beginning to prefer Nylon—in fact to demand it—and we owned large stocks of silk stockings with very little Nylon available. Prospects for our Barbara Lee Sale were distinctly gloomy, but we owned the goods and our job was to convince Worcester women that they should buy them, Nylon or no Nylon.

Cold facts might sell the man but the approach to a woman's heart and pocketbook lay by a subtler route. We wove a tale of days of yore, of love and intrigue, framing and backing it with songs and music. We wove a romance of silk stockings so named in the 16th century because knit with "sticking-pins". We traced them from the days of Queen Elizabeth when they were considered a gift fit for a queen—to the invention of the first knitting machine late in the 16th century by William Lee in England.

Gossamer Dreams

We told how William was in love with a girl who made her living knitting stockings by hand—how she threw him down—and how, from spite, he invented a machine to take away her livelihood. Then down to the days when a great industry made available to the millions silk hosiery infinitely finer than the gifts of royalty before William Lee.

Getting down to cases, we describe how years before representatives of 22 of America's leading stores "dreamed a dream—imagined a dream stocking made from the finest of pure silk yarns, fine guage, carefully seamed, and flawlessly finished — outstanding in value because produced in quantity—and packaged in purple boxes, for purple is the color of royalty. And beginning tomorrow, we announce our Semi-Annual Sale of Barbara Lee Stockings, Silk Stockings born to the Royal Purple, endorsed by American women from coast to coast who have wor more than 10 million pairs—an at nearly 20% less than the regular year " 'round prices." The sal went over, better than we ha dared hope, better than years whe Nylon was but a stew in a chem ist's pot—better relatively than i any other store in the group. With less lineage, with miserable news paper location our radio progra was the only new factor and appeared to hold the answer.

The results of these two sal were impressive, not only to th Worcester personnel but to th Boston management. Apparent we had stumbled upon someth worth while. Making virtue of th very necessity of our newspap dilemma, we had applied to rad the time, the thought, and the i agination which it might nev otherwise have received in the fa tempo of our day-to-day operatio But these efforts had produc tangible results and appeared open the way to new publicity ho zons.

Shirt Stuff

Applying much the same te nique as in our "believe it or n broadcast, we presented a 10-mi ute radio program dramati 5,000 men's shirts at 88c—a 5,000 shirts are not chicken-f Announcing "A Shirt Tale Filene's", Del Camp, WTAG a nouncer, in a quasi-burlesque m ner, introduces "Sir Tony Wal vich, Knight of the Garter, Mar of Sox, Duke of Men's Wear, E of the Belt, Baron Pajama, a Prince of Good Shirts—that v satile Buyer of Men's Furnishi in Filene's Worcester Barg Basement."

With Del frankly incredulous

SOME YEARS AGO Filene's, giant Boston department store, opened a branch in Worcester. Thing's weren't so hot until they tried radio—ordinarily a medium that department stores use with a bit of hesitancy. The acid test — results — came out so favorable that Filene's Worcester store developed a radio technique all its own. When a merchandising organization standing so high in its field develops a new method of selling, it's a matter of concern to the entire advertising and distribution industry. Here is the detailed story, and it's worth reading right down to the last word, which happens to be "obituaries", and the author wasn't talking of radio when he typed off that five-syllabler.

the possibility of selling $1.65 nd $2 shirts for 88c, Tony quiets is doubts by explaining Bargain asement operation in seconds, irgulars and distressed goods, cked by great purchasing power is cash on the line. Del's fears a strangulated wind-pipe from rinkage rather than "mike-ight" are allayed by Tony's asrance that all shirts are Sanford, which gives Tony the cue to l how "before the World War erybody wore stiff collars—4 miln soldiers became accustomed to e comfort of soft collar-attached irts and refused to go back to e slavery of starched neck-harss—the stiff collar lost out and anufacturers changed over to soft llar-attached shirts which shrank 10%.

Then Sanforized Cluett became en's Public Benefactor No. 1 and vented the Sanforized process hich "pre-shrinks without washg, reducing shrinkage to a mere %." The curtain rings down with l making plans to stock up and ke care of Christmas needs by uying two shirts for the price of e".

The cash register fanfare openg and closing of our shirt broadt was truly prophetic, for the gisters in our Bargain Basement g merrily from opening 'til sing as the sales rolled in. Single les were the exception, with cusmers buying half-a-dozen at a e, in some cases a dozen and one case 24 shirts to one family oup. By the closing bell we had ld more than 2,000 shirts at 88c the second largest shirt sale in e history of the Basement.

Up Goes the Price

Our next major broadcast was ain directed toward making orcester men Filene shirt conious. For several years our Upirs Men's Furnishing Department had run a very successful omotion of $3.50 Imported Engh Broadcloth Shirts for $1.99. t Christmas 1940 we were forced raise the sale price to $2.29 due higher war-time shipping costs bringing the broadcloth from gland.

For years the $2 price had been e stop-sign to volume selling. o hurdle this successfully presnted a major merchandising oblem. But shirts from imported glish broadcloth spelled drama th a capital D. Dramatizing the itish angle at first appeared too t, especially with the strong lationist sentiment of December, 40. But with industrial Worcesr one of the key defense cities the country, shipping millions of mament and munitions to Engd, we decided to chance it. So ter a "Rule Britannia" opening p and out", "Filene's of Worcesr presents a dramatic commenry, *Britain Delivers the Goods*, epic of British courage, with l Camp as commentator, songs Bob Rissling."

Then Del dramatizes against an chestra background of "Elegie" the story of Egyptian cotton—a romance of three continents and the seven seas—a romance of the land of Pharaohs and the ageless Nile—a romance of Old England and New England—a romance of the heroism of the British Navy—the romance of Britain's Battle for Trade, England's economic lifeline." Against "Ballet Egyptian" thousands of black clad women plant and gather the cotton on the banks of the Nile—donkeys and camels bear it to Alexandria.

Then off for England and the the docks of Liverpool—overland through lovely Lancashire to Blackburn, famous for its fine English Broadcloth whose silken sheen belies its cotton birth—and on to the mills of E. and G. Hindle, renowned among the world's largest and finest weavers, so exact in their standards that hundreds of yards of typewriter ribbon must contain not a single knot or flaw—there to be woven into superfine English Broadcloth.

Safe in Boston

Then back to Liverpool, blasted by Stuka bomber, blackened by fire, down in the hold of the *Ville-de-Hasselt*, running blockade of bomber and U-boat, and safe in Boston Harbor. The ill-fated *Ville-de-Hasselt* turns back, Lloyd's Bell tolls again, another British ship torpedoed and sunk, but Britain marches on. Our 6,000-mile adventure nears its end. Cotton from the Land of Egypt, spun and woven into fine English broadcloth by the skilled craftsmen of Old England, tailored into fine men's shirts by the skilled craftsmen of New England, now proudly presented to the men of Worcester by Filene's Men's Shop.

In closing, the announcer explains, "the slogan 'Britain Delivers the Goods' now appears on British shipments of goods coming through customs, serving to publicize the incredibly difficult and heroic task of the British navy in safe-guarding its transport, and bringing home to the American people the urgent need of a market for British goods to provide the exchange to purchase American planes and munitions—that England, America's first line of defense, may carry on." Following 14 minutes of dramatic commentary, music and sound, a hundred-word commercial notes that "Filene's Men's Shop proudly presents just 2,400 regular $3.50 shirt aristocrats made from Hindle English Broadcloth, at $2.29 each."

Britain Delivers the Goods carried an emotional appeal which caught the pulse of the Worcester public. The radio program, with synchronized window display and newspaper advertising, brought in the customers in droves. In a matter of days we sold over 2,000 English Broadcloth shirts of one color —*white*—the largest number of units of a single item ever sold in the Worcester Store in a corresponding space of time, regardless of price. This represented an increase of nearly 40% in units over the sale of the year previous, and incidentally we had been proud of those results.

This increase was obtained at a price well above any previous volume selling. These results were particularly significant viewed in the light of our Boston Store's experience on a promotion of 20,000 of the same shirts, at the same price, and at the same time. Concentrating their attack on value, quality, and comparative price via newspaper advertising, in contrast to our dramatization of the British angle through radio and newspaper, their unit sales dropped thirty percent from the year previous—and totaled about a third of the proportionate volume the Boston sales should have borne to the Worcester results.

Four radio programs, producing such sales results, focused not only the attention of our Boston organization upon our efforts but that of the publicity division of the Retail Research Assn. The RRA is the sales, publicity, operating and research end of the Associated Merchandising Corp., the central buying organization representing the most powerful group of department stores and specialty shops in America with annual volume running into hundreds of millions.

RRA Takes Note

Wm. H. McLeod, sales manager of Wm. Filene's Sons Co., Boston, had watched our experiments with interest, and decided to bring these programs to the attention of the publicity directors of the RRA, meeting in New York.

As chairman of this group, Mr. McLeod stated, "I think it is particularly important for us right now to give some time and thought to media other than newspapers. We are scheduled to hear two radio programs of 15 minutes each." (WOR had courteously loaned a studio for this occasion.) "I very much want everybody to hear them, first, because of the almost fantastic results we got from *Britain Delivers the Goods*, and second, because they seem to me to be a new technique for stores. (The other program is *Barbara Lee*.)"

Barbara Lee and *Britain Delivers the Goods* were reproduced for the Publicity Directors at their meeting in January, 1941, and were favorably received. *Britain Delivers the Goods* was considered pretty "hot" for certain sections of the country, but *Barbara Lee*, a brand carried by practically all AMC stores, was selected for an experimental recorded program; this program to be recorded so that store names, messages and prices could be filled in locally.

Cutting a Disc

The job of preparing the new AMC experimental *Barbara Lee* record was delegated to Filene's Worcester. A new script, sufficiently broad in scope to meet the needs of a group of stores, was written and the entire resources

(*Continued on page 52*)

WORCESTER MASS.

SYNCHRONIZED national defense and radio display provides motif for this window at Filene's Worcester store. Filene's broadcasts tied in with the display of defense products made in the city by local manufacturers.

RCA-NBC Plan for Separate Networks

Independent Units Would Follow FCC Edict

LOOKING toward ultimate sale of the Blue Network as a separate entity, RCA-NBC officials are perfecting plans for a complete separation of the two network organizations, in the hope of effecting the shift by early next year.

While no details have come from either the parent company or NBC officials, it was said that plans have been under consideration for several months looking toward operation of the networks as wholly independent units. Presumably the Blue, under a new name, would become a direct subsidiary of RCA, with the Red remaining under NBC direction.

Would Drop 'Red' Name

With the separation, it is probable that the use of the "Red Network" name will be dropped and the network referred to as NBC, in line with the CBS and MBS appellations, since there will no longer be any need for further identification. Along with this network NBC will retain control of the international department, including its shortwave stations and its Latin American network, as well as the television and FM stations and the radio-recording division.

The far-reaching change grows out of the FCC network monopoly regulations, which in effect ultimately will require complete separation of the two networks. There is no deadline on disposition of the Blue Network, since the rule requiring separation has been indefinitely postponed by the FCC.

By divorcing the two network operations, and eliminating the interdependence of one upon the other, RCA then would be in a position to dispose of the future Blue as a going concern, it was deduced. Under present operating practice, the Blue has only two stations available for sale—WJZ, New York key, and the halftime WENR in Chicago. There has been a gradual separation of the staffs of the networks, which the new project would bring to fruition.

Speculation as to who will head the new network entity is branded premature. Niles Trammell, NBC president, now is directing both networks, with the sales direction of the Blue reposing in Edgar Kobak, Blue vice-president. Frank Mullen, vice-president and general manager of NBC, similarly has functioned for both networks.

Whether the new network will headquarter in Radio City or move to the former NBC headquarters at 711 Fifth Ave., still under lease to NBC, apparently has not yet been determined. It was thought that possibly a full separation of duties of all employes might be worked out, with separate staffs for the operating entities all down the line.

The press department will separate as of Jan. 1, 1942, with John McKay, manager, in charge of the Red network setup, including all special and institutional NBC publicity, while Earl Mullen, assistant manager, will head a press group devoted exclusively to the Blue network publicity.

Deadline Problems

The sales staffs have been separated for more than a year and last summer NBC divorced Red and Blue sales activities by eliminating combined billings for discount purposes. Announcers, engineers and other staff members, it was thought, might be segregated in an employment pool, with individual assignments to a given network at predetermined wage scales.

Whether the Jan. 1 deadline can be met also is problematical. There are many details of operation and mechanics to be worked out, and continuing studies have been in progress for several months, it was said. When the separation is effected, complete executive staffs for each operating unit will be provided, it was indicated. Moreover, shifts in sustaining programs, most of which now are segregated on the Blue, will be entailed to effect a balance in that respect.

First move toward separating the Red and Blue occurred in the fall of 1938, when A. E. Nelson, who had been manager of KDKA, Pittsburgh, was transferred to New York as the first Blue network sales manager, operating as a special division of the NBC sales department. Step was taken at the instigation of Blue affiliates, who were dissatisfied with the small amount of business on the Blue. That November NBC instituted a special scale of discounts for advertisers using Blue regional groups in addition to the Basic Blue, running as high as 20% for advertisers using Blue coast-to-coast hookups.

The following summer Keith Kiggins was appointed Blue network director, to coordinate all activities of sales, program, promotion, stations and press departments as they affected the Blue Network. At that time, the stations department was divided into three sections, Red, Blue and Service, and the other departments assigned special personnel to work with Mr. Kiggins. That fall Mr. Nelson left the post of Blue sale manager to become general man ager of KGO and KPO, NBC sta tions in San Francisco.

Sales Separated

In June, 1940, the Red and Blu sales departments were completel divorced, with Roy C. Witmer previously NBC vice-president i charge of sales, becoming vice president in charge of Red Networ sales, and Edgar Kobak, also former NBC vice-president i charge of sales, rejoining the com pany as Blue sales vice-presiden The following December, separat program managers were appointe for the two networks, and in Jan uary of this year the Red an Blue networks were given indivi ual promotion managers. La month the two networks receive separate sales traffic managers.

In line with this gradual sep ration of Red and Blue activitie the network press department so months ago began issuing separat Red and Blue newssheets to ra editors, in place of the form combined releases, although tra news and other specialized publi ity was not similarly divided. Wi the complete division of NBC pu licity activities on Jan. 1, 194 the Blue press department will a sume its own specialized as we as routine publicity. Arthur Do gan, editor of the Blue newsshe will continue in that capacity, wi other Blue press personnel yet be named.

Net Briefs to Be Filed Early; CBS Appoints C. E. Hughes, Jr.

FILING of briefs by all parties to the litigation begun by NBC and CBS against the FCC's chain monopoly regulations, in advance of the Dec. 15 argument date, was indicated last week as parties for both the Government and industry considered such a procedure.

Meanwhile, CBS announced retaining of Charles Evans Hughes Jr., of New York, as trial counsel in the proceedings before the three-judge court. He will be associated in the case with former Judge John J. Burns, of Boston, CBS special counsel throughout the monopoly proceedings.

MBS Supporting FCC

Subject to approval of the statutory three-judge court in New York, the FCC, it was learned, is seeking an agreement on briefs to be filed in support of its motions to dismiss the NBC-CBS suits or for summary judgment by the court. NBC and CBS also would file briefs in support of their own motions for a temporary injunction, to restrain the Commission from enforcing its regulations, thrice postponed and now in abeyance pending determination of the litigation.

MBS, which has filed an appearance in the case, also is expected to offer dismissal motions, supporting the FCC's contentions. It likewise is expected to file affidavits in support of its motion, probably by Fred Weber, MBS general manager, and Alfred J. McCosker, chairman of the board, and W. E. Macfarlane, president.

The three-judge court, comprising Circuit Judge Learned Hand and District Judges Henry W. Goddard and John Bright, is expected to be asked by the litigants to allow filing of the briefs. This unquestionably will be done at least a week prior to the Dec. 15 arguments, or about Dec. 8.

Irrespective of the court's action on the motions, it is expected that appeals promptly will be taken to the U. S. Supreme Court. Under the statute such an appeal is a matter of right and goes directly to the highest tribunal, without passing through an intervening court.

Meanwhile, there has been no further word from Department of Justice quarters regarding possible anti-trust litigation, either criminal or civil, against the major networks, other industry entities and equipment manufacturing companies. It was assumed the Anti-Trust Division, headed by Assistant Attorney General Thurman Arnold, is awaiting action of the three-judge court on the summary motions before it decides on its course.

ALL DECKED OUT in leis is D Sarnoff, president of RCA chairman of the board of N shortly after his arrival in Ha in mid-November for a two-w vacation. From friends on islands he received the tradi welcome in the form of flower lands. En route on the *Mat* Mr. Sarnoff participated via sh wave in the NBC 15th birth party and the ceremonies at cor stone-laying of the new R Laboratories building at Prin ton, N. J.

The Year's Most Important Public Service Announcement

WMCA
k Times

Beginning Monday, December 1

Last-minute news gathered by

The New York Times

will be broadcast

every hour on the hour* by

WMCA NEW YORK

America's Leading Independent Station

*Monday through Saturday: 8 a.m. through 11 p.m.
Sunday: 9 a.m., 1 p.m., 5 p.m., 11 p.m.

Copyright Activities Reviewed In NAI Washington Bulletin

Net Independents Explain Transcription Steps and Means of Offsetting Copyright Fees

"BULLETIN NO. 1" emanated from the newly-established Washington office of Network Affiliates Inc. last week, advising broadcasters eligible to membership in NAI of current copyright activities and future plans.

Signed by William J. Scripps, secretary-treasurer, the letter covering the initial bulletin brought out that NAI now has some 60 member stations, whose representatives attended the Chicago organizational meeting Nov. 18 [BROADCASTING, Nov. 24]. The Washington office is in the Munsey Bldg. in quarters adjacent to those of Paul D. P. Spearman, Washington attorney who has been retained as NAI counsel. The executive secretary has not yet been named and probably will not be until NAI holds its regular meeting in Chicago in nearly April.

ASCAP Agreements

Dues equal to a station's highest quarter-hour rate to finance NAI until April were agreed upon at the Chicago session. Only those major network affiliated stations having regional status (excluding Class IV locals and clear-channel outlets) are described as stations eligible to NAI membership.

The temporary organization is headed by Eugene C. Pulliam, WIRE, president; Hulbert Taft Jr., WKRC, Cincinnati, vice-president, and Mr. Scripps, as secretary-treasurer. A 12-man board was set up, three from each of the four major networks.

In its initial bulletin, NAI pointed out that in the deliberations of its Copyright Committee, headed by Ed Craney, KGIR, Butte, with ASCAP, a number of important commitments had been procured. It said that ASCAP, among other things, had agreed to clearance at the source on commercial transcriptions and to the listing of syndicated programs by numbers only.

Regarding the mooted issue of transcription clearance NAI stated ASCAP will clear all commercial transcribed programs at the source for any listing of stations furnished by a transcription manufacturer and charge 8% of the station's net income on such a program. Manufacturers can send such a program to any other list of stations they desire on a "not-cleared-at-the-source" basis. BMI, the bulletin continued, will clear commercial transcriptions at the source on the same basis but will charge a sliding-scale fee based on the "per program" rate structure set out by BMI for the stations affected.

Transcription manufacturers will arrange a method of indicating the copyright licensor whose music is used, on each label, said the bulletin. This is for the protection of all stations accepting the programs under their blanket license.

Regarding syndicated programs, the bulletin stated that these features in 30-second, 5-minute, 15-minute and 30-minute programs made for local sponsorship and sold by the transcription manufacturer to the station or advertiser, "may be listed on the music log by showing only the transcription manufacturer's name, name of program, and program number."

Library Method

A dissertation on the manner in which musical logs should be kept was contained in the bulletin. The type of log utilized by Mr. Craney for his station operations, already said to be accepted by ASCAP, was recommended. Copies of the sample logs were sent stations.

Library transcriptions, it was stated, may be listed by manufacturer's name, number of disc and indication of "cut" used, providing the manufacturer has filed with ASCAP and BMI the necessary information to determine copyright ownership of each number recorded. It was added that all the transcription companies represented at the Chicago meeting indicated agreement and compliance with this interpretation.

Projecting various methods of offsetting copyright fees, advanced during the Chicago meeting, the bulletin recited these included (1) a hidden fee in sale of time rate; (2) an allowance of 2% of station rate toward the copyright fee, any fees in excess of this charge being billed direct to the advertiser as a production cost; (3) charge advertiser directly as production cost the copyright fee for his program, indicating this on the rate card; (4) increase the rate on programs using copyright music by 10% to 15% and absorb all over that amount; (5) decrease rate on programs cleared at the source by 10% to 16%; maintain present station rate unchanged for any program originated by the station on which it has control of use of copyrighted material.

IRNA Spurns Dissolution Plan, Will Remain Quiet Until May

INDEPENDENT Radio Network Affiliates, original network outlet group, has decided to remain quiescent until its annual convention in Cleveland next May, coincident with the NAB session, "unless an emergency should arise," its board of directors announced last Friday following a meeting in Chicago.

In a letter to all affiliates, reporting on the Nov. 25 session, the board reviewed its accomplishments, claiming that it had, among other things, saved the industry in excess of $600,000 a year in ASCAP payments alone. But it confessed that "practically nothing" had been accomplished in negotiations with networks on station-breaks, option hours and other operating practices, "due to failure of the networks to realize what they could gain." To some extent, the board said, "this may account for part of the monopoly regulations."

Dissolution Rejected

Proposal at the Chicago session that IRNA be dissolved was rejected unanimously by the board. Six of the ten members were present and vetoed the suggestion of Samuel R. Rosenbaum, WFIL, Philadelphia, chairman, and Paul W. Morency, WTIC, Hartford, vice-chairman, that their resignations be accepted, with the result that they will remain in office until the Cleveland meeting, at which time decision will be made on continuance of IRNA.

Signers of the circular letter were, in addition to Messrs. Rosenbaum and Morency, Martin B. Campbell, WFAA-WBAP-KGKO; Edwin W. Craig, WSM; Mark Ethridge, WHAS; Don S. Elias, WWNC; John A. Kennedy, WCSH; I. R. Lounsberry, WGR-WKBW; C. W. Myers, KOIN; George W. Norton, WAVE; and L. B. Wilson, WCKY.

Net Negotiations

Pointing out that during the last year IRNA has received approximately $10,000 from 140 affiliated stations, the letter made an accounting of disbursements. Citing accomplishments of IRNA, it was stated that its influence was largely instrumental in acceptance by the networks of the portions of the code reducing the length of commercial copy; in the creation of BMI, and the negotiations with ASCAP.

IRNA procured a reduction of the local blanket commercial fee from 2¾% to 2¼% from ASCAP, it was held, and also procured an allowance of 15% which every station can deduct from its gross business before applying the ASCAP tax. It is these two deductions, it was said, based on industry statistics, that have resulted in what amounts to a savings of more than $600,000, assuming the blanket license basis for all stations.

Regarding negotiations with the networks, the board said tha failure was partly due to petitive conditions." NBC, it ed out, already has recogniz importance of this field of en by appointing committees own affiliates to perform a this same function in its tw works.

Regarding IRNA's future letter concluded:

"In the meantime, unless emergency of national cha requires resumption of activi IRNA, the board sees no rea propose to affiliates the exp maintaining permanent coun a paid staff. Pending final de at the convention, IRNA therefore, without dissolution main quiescent unless an ency should arise."

NEW 15c CIGARETT FOR AXTON-FISH

AXTON-FISHER TOBACCO Louisville, will shortly mark new cigarette, to retail at 15 a package plus State and taxes. Product will be intro in carefully selected test citie it is known that radio will play important part in the introdu tests.

If these preliminary tests successful, the product will groomed as a potential comp to the "Big Five" with a appropriation for radio. Ciga is as yet unnamed, and test have not been revealed, but count will be directed by Bla Sample-Hummert, Chicago, also handles Spuds.

Meanwhile, Axton-Fisher nounced the appointment of mond Brown as advertising ager. Mr. Brown was for account executive of J. W Thompson Co., New York, and viously advertising manager Texas Co., New York.

Early Decision Is S On CBS-ABTU W

ARBITRATION hearings of labor dispute between CBS Associated Broadcast Techn end Saturday before Dr. Jo Lapp, arbitrator A decision pected in two weeks.

The ABTU is asking a weekly raise for all of the 27 nicians employed by CBS stations, a payroll increase of 20% overtime scale after hours in any day, and pay for time spent in traveling.

Appearing for CBS were M Runyon, vice-president; H. Atlass, Chicago, vice presi James Seward, assistant trea Frank Falknor, chief eng WBBM, Chicago; John Moser Charles P. Schwartz, Chicago Kenneth Raine, New York, torneys; Dr. Theodore Yntem of Chicago. For ABTU app Russ Rennaker, national b manager; Lawson Wimberly, national representative; Warriner, president Local Chicago.

The oboe sounds its "a"...

XUM

100

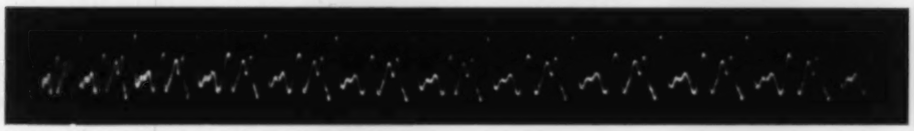
Phi

Bro

TH

...and a New Century of Music begins

A hundred years ago in the Apollo Rooms on Lower Broadway, an oboe sounded the pitch ... the strings, the brasses and the woodwinds tuned ... and a Connecticut Yankee raised his baton to signal the start of Beethoven's Fifth Symphony. Before him, at their high music racks, stood the first symphony orchestra in America. Behind him an audience of some 400 sat upright in their pews.

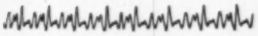


Today, in Carnegie Hall an oboe again sounds its "a". . . and the 62nd successor to Ureli Hill raises his baton before the orchestra of the Philharmonic-Symphony Society of New York.

And behind him ... before him ... all around him ... an *audience of 10,000,000* awaits the opening theme.

10,000,000 people listening to the radio on a Sunday afternoon! ... More than have heard the Philharmonic within the walls of a concert hall in the hundred years of its history.

What finer tribute to the world's greatest orchestra, beginning its second century? What better evidence of an America musically come of age?


The oscillograph registers the wave pattern of an oboe's "a" sounded by the Philharmonic's Bruno Labate. Instruments in an orchestra traditionally tune to an oboe because its pitch is accurate and its penetrating tone is easily caught by the human ear.

00th Anniversary of the
hilharmonic-Symphony Society of New York
roadcast exclusively for the past 12 years over

HE COLUMBIA BROADCASTING SYSTEM

Davis Award Goes To Durward Kirby

WENR Announcer Honored In Annual Competition

DURWARD KIRBY, NBC announcer on the staff of WENR, Chicago, last week was named winner of the H. P. Davis Announcers Award for 1941, given for the first time this year on a national basis after a nationwide contest. Mr. Kirby received the award, a gold medal and $300 in cash, Nov. 29 during a special program on NBC-Red and Blue on which Graham McNamee served as m.c. and A. L. Ashby, NBC vice-president and general counsel and friend of the late Mr. Davis, represented the network.

Also participating on the program through a "round robin hookup" were the four local winners, who received rings with engraved inscriptions of the award. They were: Robert White, WBZ, Boston, representing the Eastern region; Ray Olsen, WOW, Omaha, of the Central region; Ed Brady, KOA, Denver, Mountain region, and George Presby, KGO, San Francisco, representing the Pacific region.

Additional Awards

Created in 1933 by the widow of the late Harry P. Davis, former Westinghouse official who contributed greatly to the development of network broadcasting in America, the Memorial Award each year has been given to the outstanding announcer on the staff of an NBC station in each of four regions. This year, Mrs. Davis created the additional national award, and appeared on the special NBC program to give out the prizes.

Winners were selected by a board of judges headed by Miss Marjorie Stewart, founder of the Microphone Playhouse in Pittsburgh, who began her radio career 21 years ago as coach of announcers for KDKA, Pittsburgh. Among the qualities required to win are personality and interesting voice quality, the ability to talk with a living-room group, freedom from inflection mannerisms and local characteristics, and variety of presentation and sales appeal.

P & G Takes 'Hazard'

PROCTER & GAMBLE Co., Cincinnati (Ivory soap flakes), on Jan. 20 will start sponsorship of *Hap Hazard*, summer fill-in for S. C. Johnson Co.'s *Fibber McGee & Molly* on NBC-Red, on an unnamed number of CBS stations, Tuesday, 10:30-10:45 p.m. (EST) and Thursday, 9:15-9:45 p.m. (PST). Before going on a coast-to-coast network the program will go through a three-week test on a seven-station CBS-Pacific net starting Dec. 30. Program, featuring Ransom Sherman in the starring role, will originate on the Coast. Agency is Compton Adv., New York.

MR. KIRBY

SALUTES RECEIVED IN WHN 5 kw FETE

HERALDED with successive salutes by three stations last week, WGN, New York, on Dec. 1 is celebrating its increased power of 50,000 watts with one of the most elaborate programs ever produced by the station, a mixed variety show from 9 to 10:30 p. m. at the close of its first day operating on the new power.

On Nov. 27, the city of Miami saluted WHN with a half-hour program on WQAM, while the following day the Republic of Cuba put on a special half-hour broadcast in English and Spanish from the government's long and shortwave stations in Havana. Also on Nov. 28 WWRL, New York, broadcast a radio salute to WHN with WWRL Special Special Events Director Walter Kaner paying tribute to the station's contribution to the radio industry.

Talent on the first part of the WHN dedication program included Bert Lytell, Rise Stevens, Frank Fay, Dick Todd, Adrienne Ames, and A. L. Alexander, after which came special features. One was devoted to news with Fulton Lewis jr., Fulton Oursler and George Hamilton Combs, and the other to sports with Clem McCarthy, Bert Lee and Dick Fishell. WHN's regular orchestra with Dick Ballou was supplemented with a choral group and the entire program originated in the Barbizon Plaza Theatre, under the direction of Frank Roehrenbeck, WHN station manager.

Celanese Radio Bow

CELANESE Corp. of America, New York (yarns & fabrics), will use radio for the first time, according to an announcement last week by company officials that Celanese will sponsor a half-hour program on 51 CBS stations, each Wednesday, 10:15-10:45 p.m. starting Jan. 7, 1942. At the same time the company, which heretofore handled its advertising direct, appointed Young & Rubicam, New York, to handle the radio campaign. Neither format nor name of the program has yet been set though the agency stated it will be of the musical type.

ADVERTISING PAGES REMOVED

FCC Definition of Candidat For Political Offices Revise

Commission Clarifies Regulations to Relie Delicate Situations at Election Time

SEEKING to remedy the many touchy situations which have arisen perennially at election time, the FCC last Wednesday redefined a "legally qualified candidate and clarified its regulations concerning sale of time to political candidates. According to the new definition, a "legally qualified candidate", eligible to purchase political time, must make public announcement of his candidacy and be able to substantiate his position as a bona fide candidate for nomination or office.

In an explanatory press release issued with announcement of the clarifying action, the FCC pointed out that Section 315 of the Communications Act "does not impose upon radio station licensees the obligation to give or sell time to any candidate for public office unless the station has afforded such use of its facilities to other candidates for the same office"—in which event the station must then provide equal opportunities to all other candidates for that office.

New Definition

"A person whose name is not included on the printed ballot, but possesses the requisite legal qualifications to hold that particular office, is a 'legally qualified candidate' within the meaning of this section of the Communications Act and the Commission's related rules," the FCC declared. "The names of such persons can be written in by voters and a valid election result. It is evident that Section 315 should be construed also to include candidates for nomination for office where the names of candidates are not required on printed ballots."

The new definition, substituted as Section 3.422 of the FCC Rules & Regulations, amplifies the previous general definition, as follows:

A "legally qualified candidate" means any person who has publi announced that he is a candidate nomination by a convention of a poli cal party or for nomination or el tion in a primary, special, or gene election, municipal, county, state national, and who meets the qu fications prescribed by the applica laws to hold the office for which he a candidate, so that he may be vo for by the electorate directly or means of delegates or electors, and (a) has qualified for a place on ballot or (b) is eligible under applicable law to be voted for sticker, by writing in his name on ballot, or other method, and (has been duly nominated by a politi party which is commonly known regarded as such, or (2) makes a s stantial showing that he is a b fide candidate for nomination or of as the case may be.

Sections 3.421, 3.423 and 3. covering general requireme rates and practices, and reco and inspection, respectively, w left unchanged.

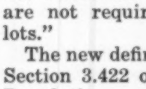
Station Requirements

"The Commission is cognizant, course, that the mere fact that name may be written in does entitle all persons who may publi announce themselves as candida to demand radio time under Secti 315, for the obvious reason that limited broadcast facilities will accommodate all who might des to speak", the FCC explained. "T Commission also recognizes t broadcast stations may make s able and reasonable requireme with respect to proof of candid of an applicant for the use facilities under Section 315.

"Since determination as to w shall appear on programs is a m ter resting in the first insta with the individual broadcast tions, Section 315 does not req stations to give broadcast time any candidate unless that sta has previously permitted a bro cast by another candidate for same office."

Keresy Named V-P

THOMAS M. KERESEY, who recently resigned from Lord & Thomas, New York, after 11 years as vice-president, has been named vice-president of Ivey & Ellington, with headquarters in New York. Mr. Keresey first came to Lord & Thomas in 1926 as space buyer when the Thomas E. Logan agency, in which he was serving in a similar capacity, merged with L & T. Later that year he joined the International Mercantile Marine Co. as director of advertising. In 1930 he returned to Lord & Thomas as executive assistant to the president.



Mr. Keresey

Lever Uncertain

OFFICIALS of Lever Bros. and Ruthrauff & Ryan, New Y are holding a series of meeti to decide whether the two shows *Meet Mr. Meek* and *Ho wood Premiere* will be conti for Lifebuoy soap when that count is moved Jan. 1, 1942, R & R from Wm. Esty & [BROADCASTING, Nov. 24]. A cision is expected early this w

Regent Eyes MBS

RIGGIO TOBACCO Corp., Br lyn (Regent cigarettes), is neg ating for the Monday, Tues Wednesday 10:30-10:45 p.m. on 20 MBS stations for a mus show to feature a soloist and n band, as yet unnamed. Progra expected to debut about Jan. M. H. Hackett Inc., New York, h dles the account.

BC APPEAL SEEN N GRANT TO KOB

N APPEAL by NBC from the tion of the FCC authorizing OB, Albuquerque, to operate full-e under a special service authortion on the 770 kc. clear channel cupied by WJZ, New York, was licated last week after the FCC d denied a petition for rehearing.

The FCC announced extension of e authorization to KOB, an NBC-ne outlet, to operate on 770 kc. th 50,000 watts day and 25,000 atts night until Jan. 9, 1942. multaneously, it said it had thorized the Commission's chief gineer to conduct tests with OB; KXA, Seattle, limited time ation on the frequency, and WJZ, ascertain the degree of interferce entailed. Both NBC and KXA d petitioned the FCC for rehearg and reconsideration, protesting e original Oct. 4 action granting OB the special authorization.

Because regular assignment of OB on the frequency would enil the breakdown of the Class I-A annel occupied by WJZ, an apal is expected. NBC had conded that the action, apart from e interference caused, constituted infraction of FCC regulations. e Commission had granted the OB frequency shift on its own tion. The station, under the vana Treaty, had been assinged 1030 kc. as a Class II outlet but erference factors resulted in the ange. The station previously had erated on 1180 kc.

The FCC has described the shift rely as an experimental move to ure "factual" information inditing that a further change may ordered.

Lorillard Renewals

LORILLARD Co., New York on c. 29 and Jan. 5 will renew for weeks its news and musical show local stations for Beechnut garettes and Union Leader, iends and Ripple tobaccos. Reals include: For Beechnut, *laboncoeur News*, WSYR; *Col. n Healey*, WGY (three times ekly). For Union Leader, *Col. n Healey* (thrice-weekly); *Union der Almanac*, WLW; *Farm ws*, KFAB, WHP and WLS; and ws on KFH. For Friends, news KSD. For Ripple, *Rhythm Four*, SGN and WSFA; *Ted & His mbleweeds*, WOAI, and *Ripple nch Hands*, KPRC. In addition e company on Jan. 5 starts a w quarter-hour news program e times weekly on WISH for echnut. Agency is Lennen & tchell, New York.

CBY Goes Commercial

BY, Toronto, second station of the nadian Broadcasting Corp. in t city, has been changed from a n-commercial to a commercial tion and will in future carry nscred programs. CBY has card occasional sponsored shows, as of Dec. 1, becomes a commerl station. It will be NBC-Blue let at Toronto, and will not as the past duplicate programs card on CBL, the other CBC Toto station. It will become more a munity station than CBL which the regonial CBC station.

FIRST REGIONAL to acquire news service of Reuters Ltd., British semi-official news agency, is said to be WKAT, Miami Beach 1,000-watter, which started the Reuters report Nov. 24. A Frank Katzentine (left), WKAT owner, receives congratulations from Michael Robb, British vice-consul at Miami.

PRESENTATION of the Heisman Trophy to the nation's outstanding college football player will be broadcast exclusively on MBS Dec. 9 immediately following the trophy dinner.

Text of Handout

"THE management of WQXR, New York, takes pleasure in announcing that Miss Gypsy Rose Lee, the distinguished danseuse and author, will appear exclusively over its facilities at 2:30 o'clock on Tuesday, Dec. 2, to engage in literary discussion with Mr. Edwin Seaver, conductor of the *Readers & Writers* program. You are cordially invited to do what you please about this. P.S. For immediate release."

Clark in Missouri

CLARK BROS. CHEWING GUM Co., Pittsburgh (Teaberry gum), has started a spot campaign in Missouri, using three announcements daily on KGBX and KWTO, Springfield, and KMOX, KSD, KXOK, KWK, WIL and WEW, St. Louis. Account was placed by Walker & Downing, Pittsburgh.

CRC Holiday Rush

COLUMBIA RECORDING Corp., whose Bridgeport and Hollywood plants are already working 24-hours a day to cope with Christmas business, has announced cancellation of its January Masterworks list so that presses marked for that month's production can work on Christmas items. CRC is conducting a $200,000 Christmas campaign on a large number of stations throughout the country promoting its records as gifts.

Seabury Comes Back

SEABURY Inc., New Brunswick, N. J. (Edrolax), through its recently appointed agency, Charles W. Hoyt Co., New York, after an absence from radio for several years, is testing a series of live announcements, Monday through Friday on WMBG, Richmond, Va.

HARRY SUKMAN, conductor of the studio orchestra of W59C, Chicago, is the composer of four new songs which will be presented on the orchestra's evening broadcasts.

KSD
ST. LOUIS
NBC RED Network

FIRST IN ST. LOUIS
IN "FIRSTS"
On National Popularity Polls

A Distinguished Broadcasting Station
Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

XUM

Bob Hope Heads Survey in Cleveland; Kate Smith, Crosby, Bergen, Fibber Next

BOB HOPE, head-man of the *Pepsodent Show* on NBC-Red, emerged as the leading personality of American radio in the 1941 radio poll of the *Cleveland Plain Dealer*, announced Nov. 23. Comedian Hope also was named captain of the "All-America Radio Eleven", compiled each year from the ballots of *Plain Dealer* readers and representatives for their top choices among radio personalities.

Other Leaders

Included on the All-American Eleven, in addition to Mr. Hope, and in order of ranking, were Kate Smith, Bing Crosby, Edgar Bergen, Fibber McGee, Paul (Michael Rafetto) Barbour, Henry (Ezra Stone) Aldrich, Don Ameche, Clifton Fadiman, Franklin P. Adams, Maj. Edward Bowes.

Other top rankings resulting in the poll were: Top broadcast—*Ford Sunday Evening Hour;* master-of-ceremonies—Bing Crosby; male vocalist (popular)—Bing Crosby; feminine vocalist (popular)—Kate Smith; male vocalist (classical)—Richard Crooks; feminine vocalist (classical) — Margaret Speaks; best comedian—Bob Hope; best dramatic show — *Lux Radio Theatre;* best symphonic program —*Ford Sunday Evening Hour;* best light musical—*Andre Kostelanetz Hour;* best dance band—Guy Lombardo; best variety program—*Kraft Music Hall* (Bing Crosby); best educational program—*U of Chicago Roundtable;* best news broadcaster—Lowell Thomas.

The first 11 variety shows also were chosen by reader voters: *Kraft Music Hall, Kate Smith Hour, Edgar Bergen—Charlie McCarthy, Fibber McGee & Molly, Millions for Defense, The Jello Show, Major Bowes' Amateur Hour, Maxwell House Coffee Time, Breakfast Club, Penthouse Party, Kay Kyser's Kollege of Musical Knowledge.*

The "All-American programs, on a general basis, include a *Ford Sunday Evening Hour, Fibber McGee & Molly, One Man's Family, Kraft Music Hall, Kate Smith Hour, The Aldrich Family, Lux Radio Theatre, Information Please, Pepsodent Show, Kay Kyser's Kollege of Musical Knowledge, Maxwell House Coffee Time.*

Complete Poll

A complete list of results of the Plain Dealer poll follows:

All-America Radio Personalities Eleven—Bob Hope (captain), Kate Smith, Bing Crosby, Edgar Bergen, Fibber McGee, Paul (Michael Raffetto) Barbour, Henry (Ezra Stone) Aldrich, Don Ameche, Clifton Fadiman, Franklin P. Adams, Major Edward Bowes.

Favorite Program—Ford Sunday Evening Hour, Fibber McGee & Molly, One Man's Family, Kraft Music Hall, Kate Smith Hour, The Aldrich Family, Lux Radio Theatre, Information Please, Pepsodent Show, Kay Kyser, Maxwell House Coffee Time.

Master of Ceremony—Bing Crosby, Don Ameche, Clifton Fadiman, John Conte, Albert Spaulding, Don Wilson, Milton Cross.

Male Singers—(popular) Bing Crosby, Barry Wood, Lanny Ross, Ray Eberle; (classical) Richard Crooks, Frank Munn, James Melton.

Feminine Singers—(popular) Kate Smith, Dinah Shore, Connie Boswell, Ginny Simms; (classical) Margaret Speaks, Gladys Swarthout, Lucille Manners, Francia White.

Dance Bands—Guy Lombardo (captain), Glenn Miller, Kay Kyser, Sammy Kaye, Wayne King, Fred Waring, Xavier Cugat, Tommy Dorsey, Jimmy Dorsey, Horace Heidt, Abe Lyman.

Comedians—Bob Hope, Fibber McGee, Edgar Bergen, Jack Benny, Fred Allen, Red Skelton, Frank Morgan.

Variety Shows—Kraft Music Hall, Kate Smith Hour, Edgar Bergen-Charlie McCarthy, Fibber McGee & Molly, Millions for Defense, The Jello Show, Major Bowes Amateur Hour, Maxwell House Coffee Time, Breakfast Club, Penthouse Party, Kay Kyser's Kollege of Musical Knowledge.

Commentators—Lowell Thomas, H. V. Kaltenborn, Raymond Gram Swing, Walter Winchell, B. S. Bercovici, Boake Carter, Elmer Davis.

Quiz Programs — Information Please, Quiz Kids, Doctor I.Q., Truth or Consequences.

Educational—U of Chicago Roundtable, Information Please, March of Time, Walter Damrosch Hour, Cavalcade of America, Light of the World, Quiz Kids.

Drama—Lux Radio Theatre, One Man's Family, The Aldrich Family, Adventures of Sherlock Holmes, Helen Hayes Theatre, First Nighter, Mr. District Attorney.

Symphony—Ford Sunday Evening Hour, New York Philharmonic, NBC Symphony, Philadelphia Orchestra.

Light Classical—Andre Kostelanetz-Albert Spaulding, Richard Crooks-Alfred Wallenstein, Gladys Swarthout-Ross Graham-Al Goodman Family Hour, American Album of Familiar Music, James Melton-Francia White-Don Voorhees, Phil Spitalny's Hour of Charm, Fred Waring.

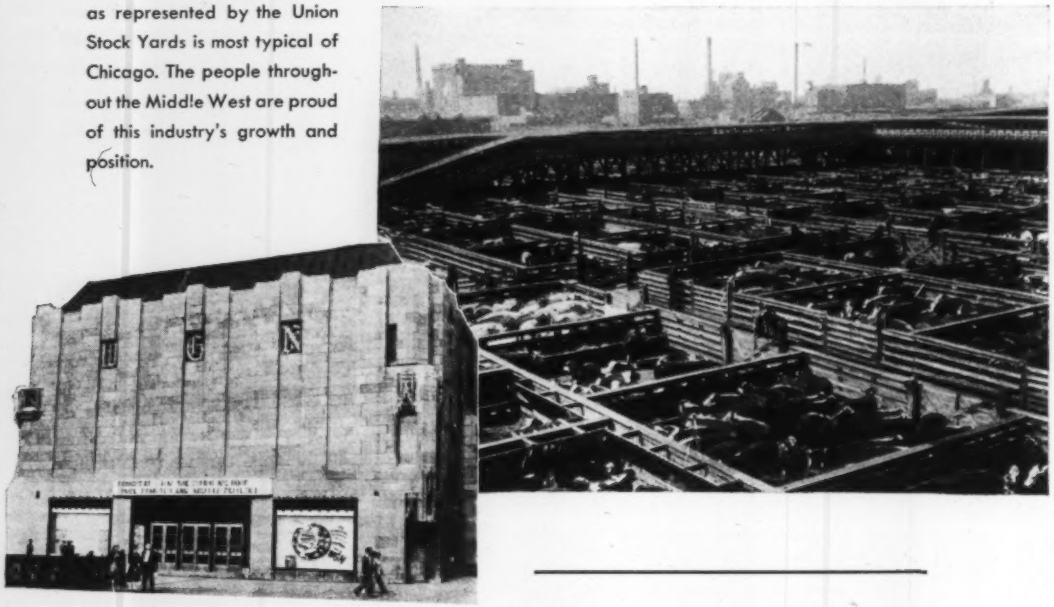
CANADA'S WAR EFFORT in the radio communications field is inspected by W. J. Scripps of WWJ, Detroit. Mr. Scripps (left), is shown with R. M. Brophy, general manager of the Canadian Marconi Co., and former stations relations manager of NBC, as they looked over CM's plant in Montreal which is turning out radio equipment for every branch of the British armed forces. Canadian Marconi operates CFCF, Montreal.

Holiday Savings Drive

CHRISTMAS CLUB Corp., New York, an independent organization which originated the Christmas savings plan and sells its service to various banks handling the savings, has announced its annual holiday radio campaign. Transcriptions featuring an interview between Lowell Thomas and Herbert Rawll, president of the corporation, who discuss the club and its contributions to thrift, will be played one to five times during the week Dec. 3-10, on 45-50 stations. In past years, Gabriel Heatter, Floyd Gibbons and Edwin C. Hill were featured guests. World Broadcasting System cut the discs. Agency is Brooke, Smith, French & Dorrance, New York.

Things most typically CHICAGO

Achievement and supremacy in the meat packing industry as represented by the Union Stock Yards is most typical of Chicago. The people throughout the Middle West are proud of this industry's growth and position.



Typically Chicago also, is achievement in radio as represented by W-G-N, the station with the "Chicago" origin and viewpoint. Surveys show that people of the Middle West think first of W-G-N.

THIS *is another reason your program on W-G-N will have more listeners.*

WGN

The FIRST STATION in Chicago and the FIRST CHICAGO STATION in the Middle West

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N.Y.

PAUL H. RAYMER CO., Los Angeles, Cal.; San Francisco, Cal.

Off to a Flying Start...
THE PERFECT COMBINATION
570 kc
5000 WATTS
JUST MARRIED
3-7111
WSYR
SYRACUSE, N. Y. NBC
AN H. C. WILDER STATION ● REPRESENTED BY RAYMER

● On October 22nd, WSYR went to 5000 watts at 570 kc. Thus began "The Perfect Combination."

"Perfect" because: 5000 watts at 570 kc. will send a strong signal the same distance as 340,000 watts at 1400 kc.

"Perfect" for advertisers, too. Our new listening area now includes 27 of the most "buying-minded" counties in Upstate New York — an audience of 600,000 families spending one and one-half billion dollars a year!

Here is an audience worth careful cultivation. And it can now be reached, effectively and thoroughly, by a single advertising medium — radio station WSYR.

Industry Leaders Keep Up Schedules

Advertising Will Continue; Recall World War Lesson

LEADING manufacturers representing nine industries—mostly heavy goods—believe that advertising and promotional programs for 1942 must be continued or increased to stabilize long-range operations, according to Percy Wilson, managing director of the Merchandise Mart, Chicago, who made the survey among the market center occupants.

Each manufacturer was queried on whether he planned to curtail sales promotion efforts in view of back log of unfilled orders and threatening material shortages. "The answers received," Mr. Wilson said, "revealed that pace-setting leaders will not follow the policy that caught so many manufacturers off guard during the similar period of the first World War when advertising appropriations were cut and salesmen taken off the road."

Sound Policy

One manufacturer stated that "while advertising and sales promotional effort is obviously not required to maintain sales volume now or in the immediate future, we are convinced that it is sound to maintain our promotional activity at full scale." Another said "effective advertising, sound promotional activity are the very bedrock on which selling efficiency depends, and must be carried on at all times."

An official of Armstrong Cork Co. stated, "We have not curtailed our advertising activities. As a matter of fact, we recently started a new network program to promote sales over a hook-up of 105 stations, which represents a substantial increase in the advertising effort we are putting behind this portion of our line."

A leading furniture manufacturer told Mr. Wilson that "while no manufacturer can say what he will do next year, and while no manufacturer under present conditions, can say he will carry on "business as usual", we can definitely state that it is not our intention to curtail our advertising or promotion efforts."

Autolene
B-A

MOBILE UNIT, designed to conserve gasoline, was used by CKSO, Sudbury, Ont., during a broadcast of the British-American Oil Co.'s *B-A Bandwagon*. The program features spectacular remote pickups. Here A. Vaillancourt (at rear of power plants) is interviewed by Jack McLaren, CKSO night supervisor, with Engineer Bill McLellan (right) holding pack transmitter. Mr. Vaillancourt caught the moose some time ago and has trained them to haul a racing cart.

BERGEN, BENNY, FIBBER
Three Leaders Continue Their High CAB Ranking

FIRST 13 half-hour evening shows with top ratings in the latest report of the Cooperative Analysis of Broadcasting are on NBC-Red, which also tops the list for quarter-hour programs heard four times weekly, thrice weekly and weekly.

The 13 shows, according to CAB, in current order are: *Edgar Bergen; Jack Benny; Fibber McGee & Molly; Aldrich Family; Bob Hope; Maxwell House Cof Time; One Man's Family; Fit Bandwagon; Mr. District Attorney; Time to Smile; Burns & Allen; Rudy Vallee, and Truth & Consequences*. The fourteenth was CBS' *Big Town*. The 15th also was NBC-Red, namely *Red Skelton*.

Lowell Thomas leads quarter-hours heard four times weekly; *Easy Aces* is tops for thrice-weekly quarter-hours, and *Walter Winch* is leader for weekly quarter-hours.

Case Again Deferred

EXAMINATION before trial of Ni Trammell, president of NBC, was postponed from Nov. 24 to Dec. 1 by New York Supreme Court, according to Robert Daru of Daru & Wi counsel for the 14 songwriters, 12 of whom are ASCAP members. They are suing NBC, CBS, BMI and NAB for alleged unlawful conspiracy to acquire control of the songwriting business at the time of the ASCAP-network music war.

"GOES OFF WITH A BANG!"

"Just like our programs do," says WSAI's Winged Plug, "They go off with a very *loud* bang that can't help attracting a big audience. You see, we *plug* our programs ... with street car and bus cards, neon signs, news pictures, movie trailers, taxicab covers and downtown window neon signs. Support them with a monthly house-organ for dealers, too. I guess that's one reason we are selected as the Cincinnati outlet for so many top-flight network shows!"

NBC RED AND BLUE—5,000 WATTS NIGHT AND DAY

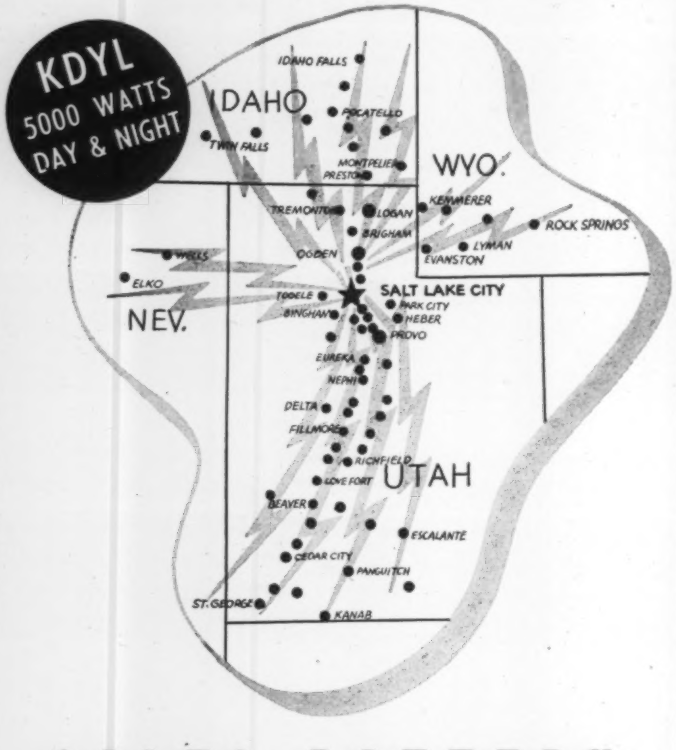
WSAI CINCINNATI'S OWN STATION

REPRESENTED BY INTERNATIONAL RADIO SALES

WFIL *opens Philadelphia's* FIRST *Commercial* FM STATION

W53PH
NOW ON THE AIR!

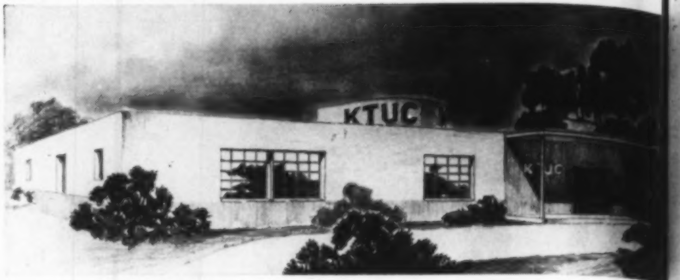
Another FIRST for WFIL



SALES PATTERN
for the
INTERMOUNTAIN
MARKET

Here's a hustling, bustling market of more than 800,000 people who earn, and spend, approximately $300,000,000 annually. And KYDL's 5000-watt day and night broadcasting pattern gives practically every one of those people the chance to hear all the top-flight NBC Red Network shows they just don't want to miss! It means big audiences—responsive audiences. It means sales opportunities for you!

KDYL
THE POPULAR STATION
NBC RED NETWORK
JOHN BLAIR & COMPANY
National Representatives
SALT LAKE CITY



UNDER CONSTRUCTION, and expected to be ready for use about Feb. 1 1942, is this new studio-transmitter building of KTUC, Tuscon, Ari Hailed as one of the most modern broadcasting structures in the South-west, the new $35,000 plant incorporates a 250-watt Western Electri transmitter, 180-foot Allison vertical tower and RCA speech input equip-ment. Studios will be acoustically treated by Johns-Manville, with fluores-cent lighting and automatic heating and air conditioning. Designed b Architect Frederick Eastman, whose drawing of the building appear here, the structure also provides office space for all KTUC departments, with a fully equipped technical workshop. KTUC is owned by Tuscon Broadcasting Co., of which Ralph W. Bilby is president and Manager John Merino vice-president.

Newspaper Probe Is Further Extended As FCC Completes Revising Exhibits

EXTENDING the between-session hiatus to six weeks, the FCC last Wednesday announced further postponement of the newspaper-radio hearing, scheduled to resume last Thursday, until Dec. 4. This was the second postponement granted by the FCC since the press-radio proceeding was recessed Oct. 23 for three weeks.

It is understood the postponement was agreed upon, following a Nov. 23 conference between FCC and Newspaper-Radio Committee counsel, to provide additional time for completing revisions to the FCC's financial exhibits. Key Commission exhibits drew immediate opposition from industry counsel in the opening days of the hearings in late July because of obvious inaccuracies.

Revised Exhibits

Although other phases of the proceeding have proceeded meantime, these controverted exhibits have undergone reexamination and revision in the interest of clarifying the hearing record. Before the hearing resumes, it is expected the revised exhibits will be examined once again at a conference of FCC and Newspaper-Radio Committee representatives. Following introductions of the FCC's corrected statistical data, when the hearing reopen Dec. 4, the Committee is expected to start presenting its affirmative case, starting probably with statistical analyses from the industry viewpoint [BROADCASTING, Nov. 17].

Principal Committee witnesses slated for this phase of the proceeding are Dr. Herman S. Hettinger, well-known radio economist and associate professor of economics at the Wharton School of Finance, U of Pennsylvania, and Paul F. Lazarsfield, Columbia U professor and former head of the Princeton Radio Research Project. The committee presentation will be handled by Judge Thomas D. Thacher, chief counsel, and Sydney M. Kaye and A. M. Herman, as-ciate counsel of the committee.

The first appearance of Eugen Cotton, newly appointed chiefs the FCC's newspaper inquiry unit also is expected as the hearings re-open. Mr. Cotton succeeded David D. Lloyd, who left the FCC lega staff several weeks ago to join th legal department of the Economi Defense Board. He will be the sixth FCC lawyer to appear actively i the proceedings.

More Colleges Offering Radio Technical Courses

LATEST schools to join the pa-rade in offering special radio tech-nical courses in connection wi the Federal program for trainin skilled personnel for defense jo are Maryland U, College Par Md., and Southern Methodist U Dallas. SMU is the sixth Tex school to provide technical cours in cooperation with the U. S. Offi of Education and the NAB.

Maryland U plans to start comprehensive fulltime day cour on Jan. 5, to continue through Au 7, 1942, with a curriculum cove ing advanced theory and practic radio engineering. The school pla to utilize facilities of the Capit Radio Engineering Institute for th course.

The SMU course, which start Oct. 1 for 12 weeks, is being tak by 40 students, who spend ni hours weekly in class. The plan to continue the training with a vanced courses, as well as to a other courses in radio, accordi to SMU officials. Under the a rangements made by the Office Education, enrollees receive spec technical training, with the Go ernment paying tuition expens and the student paying his own li ing costs.

ANNUAL broadcast by CBS, NB and Mutual of the Christmas tre lighting from the White House agai will be heard Dec. 24 with Presiden Roosevelt officiating and giving h Christmas message from the cer monies, 5-5:30 p.m.

1ST

1st in the HEART OF AMERICA

IN KANSAS CITY—as in every major market—there's one station with a reputation for *doing* things . . . for setting the standards of broadcasting excellence . . . for operating in a big-time manner. In *this* market, it's KMBC.

AMONG Kansas City stations, it's KMBC that employs by far the largest talent and production staff—KMBC that devotes more than twenty-five solid hours per week to service-type broadcasts—KMBC that originates weekly coast-to-coast network shows—KMBC that won Variety's last Showmanship Award for Program Origination . . .

A LONG and still-growing list of KMBC "firsts" may explain why KMBC remains the first choice of most listeners—hence the best buy for advertisers.

KMBC of Kansas City

Free & Peters, Inc. • CBS Basic Network

KMBC is the first and only Kansas City station to organize a complete news department—four full-time men under the direction of Erle Smith, News Editor—two full-time news services.

KMBC is the first and only Kansas City station to employ a full-time, nationally-known sportscaster—Walt Lochman, winner of the 1940 Sporting News poll as "America's favorite minor-league baseball announcer."

●

KMBC is the first and only Kansas City station to employ a full-time Director of Farm Service—Phil Evans, veteran of NBC and CBS farm programs, who directs an average of three solid hours of farm service broadcasting daily.

KMBC is the first and only station authorized by Kansas City Livestock interests to broadcast complete livestock market reports three times daily. Bob Riley, market specialist, is an exclusive KMBC personality.

KMBC is the first and only Kansas City station to organize and maintain a complete, full-time food service department. Caroline Ellis, NBC and CBS author-star, conducts the KMBC Happy Kitchen—June Martin is the KMBC Food Scout.

KMBC is the first and only Kansas City station regularly originating network programs—"Brush Creek Follies," over CBS each Saturday afternoon. Now entering its fifth season as a Saturday night radio-stage show.

12 FACTORIES BACK PROGRAM ON WSAI

TWELVE local manufacturers join as sponsors of the thrice-weekly *Partners in Defense* feature on WSAI, Cincinnati. Designed to emphasize the part Cincinnati industry and labor is playing in the national defense program, each broadcast features a different "partner", although the complete list of 12 sponsors is announced on each program. The contract, the station believes, is the first of its kind signed by an independent station.

The show is conducted by a staff announcer, who introduces musical numbers and a recorded message from the Office of Production Management, outlines one sponsor's activities and achievements, reports pertinent defense news flashes, and reads personal items about Cincinnati boys at camp. The feature is heard Sundays at 2:30 p.m. and Mondays and Tuesdays at 9:30 p.m.

Velvet Discs

LIGGETT & MYERS TOBACCO Co., New York (Velvet smoking tobacco) has set Dec. 1 as the starting date for *Hank Keene & His Radio Gang*, three-time weekly quarter-hour disc show of hillbilly music and comedy [BROADCASTING, Oct. 13]. Transcriptions, cut by World Broadcasting System, have been placed on 33 midwestern stations. Agency is Newell-Emmett, New York.

Greeter Gammons

EARL H. GAMMONS, general manager of WCCO, Minneapolis, has been named an official greeter by Mayor Kline, of Minneapolis. Because Mayor Kline finds it is impossible to fulfil many invitations coming to his office, he has named outstanding local buinessmen to represent him at various functions. Mr. Gammons, as one of the appointees, will meet trains, speak at luncheons and conventions and in general sell Minneapolis and the Northwest when the Mayor is unable to attend.

Radio Staff Appointed For President's Birthday

FOLLOWING President Roosevelt's reappointment of Keith Morgan as national chairman of the Committee for the Celebration of the President's Birthday for the National Foundation for Infantile Paralysis, announced from Washington last week, Mr. Morgan has again designated G. W. Johnstone, former public relations director of NBC and WOR, as chairman of the committee's radio division.

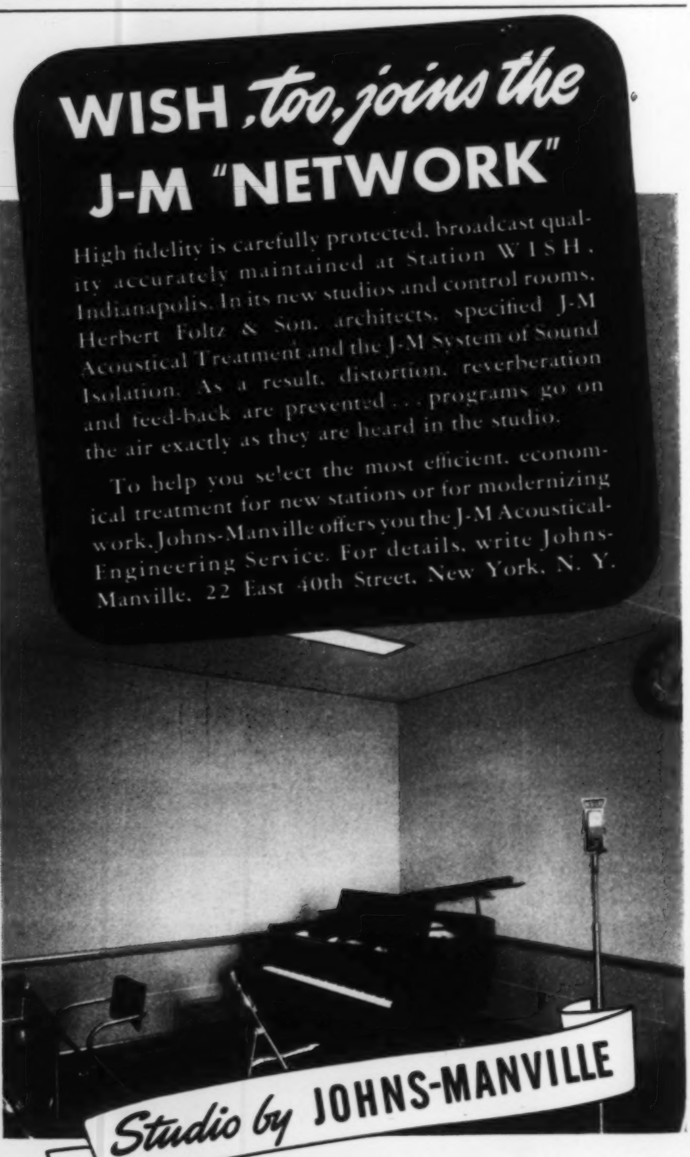
Mr. Johnstone

The campaign, this year titled "Our President's Diamond Jubilee Birthday Celebration", the President reaching his sixtieth year on January 30, 1942, will have James H. Knox again as national radio director with the following staff to assist him: Gerald Holland to handle script for the second time; Howard London, agency contact man; Miss Barbara Hoge again to set time and talent for all local radio activities in the greater New York area; Ross Evans to handle radio publicity and assist in script; Jack L. Fisher of M. M. Fisher Associates, Chicago, as mid-west radio representative, and Miss Dorothy Haas, Hollywood, as Pacific Coast representative. Augmenting this staff through special or secretarial activities will be: Misses Ellen Heagerty, Priscilla Lombard, Ruth Gerard, Rose J. Buonocore and Mrs. Evelyn Artz, widow of the late Webb Artz, nationally known radio news editor of UP

GE FM Disc Campaign On 8 Stations Extended

AUGMENTING its campaign of five-minute transcriptions on 8 stations, General Electric Co., New York, on Nov. 25 started the series, featuring the Golden Gate Quartet and Hazel Scott, on WOR, New York, thrice-weekly 7:15-7:30 p.m. The series was started Oct. 13 on other stations to promote G-E's FM sets. Agency is Maxon Inc., New York.

First "all-out" use of this campaign together with an FM traveling demonstrator, movie titled "Listen—It's FM", and direct mail material took place in October when G. Fox and Co., Hartford department store, tested a one-week show to interest its radio customers in FM. Sales of receivers increased as a result and the "show week was highly gratifying", the store reported.



WISH, too, joins the J-M "NETWORK"

High fidelity is carefully protected, broadcast quality accurately maintained at Station WISH, Indianapolis. In its new studios and control rooms, Herbert Foltz & Son, architects, specified J-M Acoustical Treatment and the J-M System of Sound Isolation. As a result, distortion, reverberation and feed-back are prevented . . . programs go on the air exactly as they are heard in the studio.

To help you select the most efficient, economical treatment for new stations or for modernizing work, Johns-Manville offers you the J-M Acoustical-Engineering Service. For details, write Johns-Manville, 22 East 40th Street, New York, N. Y.

Studio by JOHNS-MANVILLE

HERBERT FOLTZ & SON, architects, specified J-M Acoustical Materials for use in the new studios and control rooms of Station WISH, Indianapolis.

JOHNS-MANVILLE
Sound-Control Materials
and Acoustical-Engineering Service

FROSTING CRUNCHERS had a field day in the middle of the main of Phoenix, Ariz., on Nov. 12 when KOY held a birthday party really stopped traffic. Celebrating the station's fifth anniversary the present management, the party, featuring an immense frosted was held outside KOY's main studios on Central Ave., with traffic and the pavement roped off for tables loaded with birthday Clamping bicuspids on the pastry at the celebration are (l to r) W. Thornburgh, CBS Pacific Coast vice-President; Burridge D. chairman of KOY and president of WLS, Chicago; Fox Case, CBS Coast special events director; W. A. Baldwin, KOY president.

50,000 WATTS FOR WHN!

TAKE A LOOK AT THIS: WHN steps out in the big-time, big-league crowd. It's some job for any station to increase from 5 to 50 KW—but in New York, it's terrific!

A primary listening audience of 14,000,000 people . . . four other big 50s, all network stations . . . in an area where a total of 37 stations are competing for business. Top all that with a schedule of 21 hours a day, 7 days a week, 52 weeks a year. That's asking a lot of any transmitter!

Western Electric-equipped for 20 years—with 500 watt, 1000 watt, then 5000 watt transmitters that served it faithfully and well—WHN naturally chose Western Electric for this big-time job.

Distributed by GraybaR

DISTRIBUTORS: In U. S. A., Graybar ectric Co., New York, N.Y. In Canada and wfoundland: Northern Electric Co., Ltd. other countries: International Standard ctric Corporation.

Western Electric

The BIG
NEWS
IN BUFFALO

WKBW
goes to
50,000 WATTS
blanketing 11 states
and 12 million people

New $350,000 Transmitter Plant

WKBW 1520 K. C.
BUFFALO'S 50,000 watt
COLUMBIA NETWORK STATION

BUFFALO
BROADCASTING CORPORATION

National Representatives
FREE & PETERS, Inc.

Foreign Monitoring Service Dispatches Personnel to Set Up Branch in London

MOVING swiftly to establish a vital link in the most comprehensive radio propaganda monitoring job in history, Foreign Broadcast Monitoring Service in the last 10 days has sent personnel to London to set up an FBMS branch designed to listen to and analyze the great volume of propaganda broadcasts served listeners on the European continent [BROADCASTING, Nov. 24].

Lloyd A. Free, FBMS director, and Peter C. Rhodes, recently appointed head of the London office, left New York by *Clipper* Nov. 21, and were followed last Wednesday by two more FBMS representatives —B. F. Ellington and Vincent O. Anderson.

General Survey

Mr. Free, who will spend from two to three weeks in London, will superintend the setting up of the London monitoring organization, to be operated with cooperation of British Broadcasting Corp. During his stay abroad it is expected he, along with Messrs. Rhodes, Ellington and Anderson, will make a general survey of the projected operation, which will supplement the comprehensive monitoring activities already being conducted at listening posts in North America. The latter three will remain in London to operate the branch organization.

Mr. Ellington joined FBMS in June. For more than a year previously he was associated with the Princeton U Listening Center, where he worked with Harold N. Graves Jr., now assistant to the FBMS director. Mr. Anderson since 1938 has been with the United States foreign service in Stuttgart and Antwerp.

The London FMBS branch is being set up, in keeping with a long-range plan developed this spring, to provide supplementary information on the program material transmitted to listeners on the European continent by continental stations, with principal attention on Axis propaganda broadcasts. It is expected the London listening post will supply valuable information on the difference between Axis radio fares produced for domestic and foreign consumption, a comparison that could not be made first hand in America since the domestic European broadcasts on longwave could not be received here.

AMERICAN RADIO PRODUCTIONS Inc., New York, has sold its weekly half-hour transcribed series, *Main Street*, designed for local sponsorship, to 20 stations throughout the country. World Broadcasting System cut the discs.

Only

One Station covers the entire Western Washington Market.
No other station or combination of stations gives as complete coverage as KIRO—*Pacific Northwest's only 50,000 Watt Station.*

KIRO
CBS 50,000 WATTS
710KC·SEATTLE, WASH.

Represented by
FREE & PETERS

Buyers of Time

MARY DUNLAVEY

IT'S A LONG WAY from Ol' Miss to the sidewalks of New York. In fact the folks back down in Jackson might still be wondering what happened to Mary Dunlavey, whom they wished a "happy vacation" some seven years ago when she started north to visit some friends. For Mary never returned. She became so fascinated by the Big City that she decided to stay and look for a job. She came, she saw, and today she's timebuyer for Erwin, Wasey & Co., New York.

That first job in New York was with the sales promotion department of Electrolux Refrigerator Sales, and it was right down Mary's alley. For the majority of disappointed well-wishers in Jackson who hoped to hear tales of New York on Mary's return were co-workers of the publicity and promotion department of Saenger Theatres chain in that capital city. In fact it was while working with this organization that Mary had her first station contact work in the local promotion of new pictures playing the Saenger circuit. That training helped considerably when—

In the summer of 1939, Mary, now an established New York Citizen (except for that slight Southern twang, which belies her origin) came to Erwin, Wasey as a secretary in the radio department. There she learned agency radio in all its phases. And by January of this year Mary was assistant timebuyer. On May 1 she was promoted to her present position and now handles *Liberty* Magazine, Carnation Milk, Barbasol, Musterole, Harvester and Dutch Master Cigars, Kreml and Forhan's among other accounts.

If you take a magnifying glass, squint twice and set it north by northeast on the State of Mississippi, you might find a town by the name of Grenada (pop. 4,501). That's Mary's birthplace. But while still a tot her family moved to Jackson, and there Mary got her early education. Most of her college work Mary did at Columbia U after she came to New York.

Mary plays the piano and there aren't many Broadway plays she misses.

AGENCY Appointments

CALIFORNIA-GROWN SUGAR GROUP, San Francisco, comprising American Crystal Sugar Co., Holly Sugar Corp., and Spreckels Sugar Co., to McCann-Erickson, San Francisco.

WASHINGTON STATE Progress Commission, Olympia, Wash. (travel, development), to McCann-Erickson, San Francisco.

EDELBRAU BREWERY, Brooklyn, to Weiss & Geller, N. Y.

FAIRYFOOT PRODUCTS Co., Chicago, to United Adv. Cos., Chicago.

RECIPE - of - the - MONTH-CLUB, Hollywood, to Cesana & Assoc., that city. Currently using magazines with contemplation of radio in near future.

CELANESE Corp. of AMERICA, New York (yarns & fabrics), to Young & Rubicam, New York, for radio advertising campaign to get under way Jan. 7, 1942.

WRIGHT & LAWRENCE Peau Seche Sales Inc., Chicago (cosmetics), to Robert Kahn & Associates, Chicago. Company is using newspapers and national magazines at present, plans to use radio after Jan. 1.

Pabst Blue Plans

PABST SALES Co., Chicago (beer and ale), is considering a weekly half-hour program on NBC-Blue. Company has a tentative option on available time, and at present is carefully surveying markets, distribution set-up and if a decision is reached to go into radio, it will be after the first of the year. Contrary to unfounded rumor, the company has not signed Al Jolson for the program. Lord & Thomas, Chicago, directs the account.

MARKS CREDIT CLOTHING Inc., Chicago (men's wear), to Craig E. Dennison Adv., Chicago. Radio will be used.

HILEX Co., St. Paul, to McCord Co., Minneapolis.

SEARS ROEBUCK & Co., Chicago, to Roche, Williams & Cunnyngham, Chicago.

SHASTA WATER Co., San Francisco, to Brisacher, Davis & Staff, San Francisco.

CHATTANOOGANS Inc., Chattanooga, Tenn., to Beaumont & Hohman, Atlanta.

DE FOREST TRAINING Inc., Chicago, to Buchanan & Co., Chicago.

GILLET MARTIN & Co., Baltimore, to Stewart-Jordan Co., Phila.

FIRESIDE CHATS by Mayor Vincent J. Murphy of Newark are being featured by WAAT, Jersey City, in a once-monthly new series titled *Newark's State of Progress.* Mayor Murphy (left), is being interviewed in his office by Harold John Adonis, goodwill commissioner of New Jersey. "Gold" car[illegible] was presented to the Mayor in a ceremony preceding the first broadcast as a symbol of WAAT's continued in[illegible] in the City of Newark since the days when carbon mikes were A-1 equipment.

STARTING THE NEW YEAR WITH GREATER POWER

5000 WATTS
DAY AND NIGHT 910 KC

WRNL
RICHMOND VIRGINIA

EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES

The BIG NEWS IN BUFFALO

WGR

NOW, more than ever, BUFFALO'S FIRST for regional coverage

BUFFALO BROADCASTING CORP
WGR

(New $250,000 Transmitter Plant)

WGR 550 K.C.
BUFFALO'S 5000 watt
MUTUAL NETWORK STATION

BUFFALO
BROADCASTING CORPORATION

[illegible] Representatives

NBC BASIC BLUE NETWORK • ST. LOUIS

REPRESENTED BY WEED & CO., NEW YORK, CHICAGO, DETROIT, SAN FRANCISCO • AFFI

30
WITH

If America were *Attacked*

. . . her armed forces would strike the invader instantly with paralyzing effect. At a moments notice her glistening ocean fleets could smash through the billowing seas to a pin point on the globe. Mechanized units would swing into action with one rapid stroke . . . Aircraft, their engines roaring to a high crescendo, would streak across the heavens to defend America. America's freedom would remain intact. Every military unit is trained for the job it does. "Trained for the job" . . . How much that means! Whether it's National Defense or radio, success depends on the ability of the men on the job. In the rich Mid-Mississippi Valley Market where defense appropriations are already well above $750,000,000, advertisers buy KXOK. They know that no matter what their problem may be, KXOK trained men can do the job. KXOK has proven its power as an air arm for sales operations in this valuable market and welcomes an opportunity to prove its worth to you.

KXOK

S 0 KC. 5000 WATTS DAY AND NIGHT

AFFI WITH KFRU, COLUMBIA, MO., • OWNED AND OPERATED BY ST. LOUIS STAR-TIMES

BROADCASTING
and
Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor

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Executive, Editorial And Advertising Offices
National Press Bldg. ● Washington, D. C.
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BRUCE ROBERTSON, Associate Editor ● MAURY LONG, Advertising Manager

CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● S. J. PAUL

HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone GLadstone 7353 ● DAVID H. GLICKMAN

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Take It From Filene's

IN ITS 21-YEAR history, the broadcast medium has often heard: "Radio is all right for some lines, but not us!"

Much of the time the speakers were advertising executives of department stores. For many reasons, mostly without factual justification, department stores have been loathe to use radio to any extent. Most important, probably, is that their advertising men have been nursed and reared for generations on layouts, art, ben day and highly developed sales messages. Their large advertising staffs have seldom included radio experts.

This newspaper-mindedness has been an obstacle radio salesmen have been trying for years to overcome.

But now one of the biggest merchandisers in the nation seems to have solved the problem that has defied the radio men. For Filene's has developed a radio technique all its own. It has been successful—surprisingly so.

Filene's used its Worcester branch as a laboratory. Feeling its way, the organization brought an unsatisfactory business out of the rut, and radio gets a large share of credit.

So Filene's is sharing its amazing discovery with the rest of the retailing world, through the Associated Merchandising Council. The Worcester experiment may become the forerunner of a nationally syndicated transcribed radio campaign by department stores and specialty shops belonging to this largest cooperative buying organization in America with annual volume running into hundreds of millions.

The significance of this latest development on the radio front is without parallel. For here is one of the most progressive organizations in the merchandising world announcing that the human voice is mightier than the press in the mass distribution of merchandise in everyday use.

How effective, retailers will see for themselves in January at the convention of the National Retail Dry Goods Assn.

Once again, radio is "discovered" by an industry that wants to do business with 135 million Americans.

AMID all the activity in radio to form this organization or that, broadcasters should take time out to look at the long-range result. Are groups being sucked in on this promise or that to keep the industry divided? And won't that make it easier for the Government to move in?

Britain's Lesson

GREAT BRITAIN, as a result of its war experience, plans to lift its ban on commercial radio in the post-war era. In effect, it proposes to adapt the "American Plan of Broadcasting" for use in its colonies, and possibly on the Isles also.

This revelation comes at a time when pressures are being exerted, under cover of the same war emergency, for government operation of broadcasting in the United States. The condition prevailing in Washington appears to be hopelessly confused—a maze of contradictions and imponderables. The Army, as reported in the Nov. 24 BROADCASTING, says it wants to keep radio as it is, and intends to keep it that way. Highest praise comes from highest places on the job radio is performing.

But through this fog come ominous signs of new pressures. There is talk of superpower on the one hand; no superpower on the other. A report has been drafted by the FCC Engineering Department spotting 25 clear-channel stations geographically to saturate the country, but without regard to economic considerations. The government is ordering huge quantities of radio equipment, adapted for broadcast purposes. And the industry again finds itself divided on fundamental issues.

What does it all mean? From where we sit, we cannot banish the thought that those proponents of an arbitrary clear-channel high-power structure, designed to blanket the country, have in mind that Uncle Sam should operate the system. They contend it would give too much power to altogether too few men to permit private operation of such a system. Perhaps a majority of the FCC harbors that view. Unquestionably the matter already has been broached at the White House during recent conferences of the President with FCC Chairman James Lawrence Fly.

There's no integrated plan, as far as we can detect, for government operation. An idea here, and a blueprint there, and talk of a "dual system" like that in Canada.

Anything can happen in a war emergency, and usually does. The industry has thrown its all in the national defense effort. But it hasn't yet been told what it's to do when we become involved, and if and when war strikes our shores. The Defense Communications Board, if it has evolved such a plan, certainly hasn't taken the industry into its confidence.

It's getting later than most of the industry thinks. The industry itself should draw up a voluntary plan of operation under war conditions. The next NAB convention in May perhaps will be too late.

Broadcasters should know that once the Government gets into the broadcasting business, whether it be through operation of an "emergency" network on a war footing, or even in the international broadcast field, it will be the beginning of the end for commercial broadcasting in this country. The Government is saturated with "Harvard Hot-shots", successors to the first New Deal's brain trust. They think the Government should be in the radio business.

They Say...

THERE is no real hedge against inflation. Individuals can hedge to some extent through the acquisition of commodities or of a going concern. The buying of commodities, however, involves danger because the timing element is of considerable importance. A corporation or a going concern can hedge by increasing its inventories and by utilizing some of its profits for research and advertising. The only thing a corporation has to hedge against is cash and receivables.—Dr. Marcus Nadler, professor of finance, New York U, and former Federal Reserve Board official, in a symposium on inflation published by the *Wall Street Journal.*

The *Times* Joins Radio

ONE of the great newspapers of all-time, and the most comprehensive contemporary daily, makes its radio debut. The *New York Times* has begun regular news presentation every hour on the hour over WMCA, New York.

Thus, perhaps the last vestige of major press opposition to radio disappears. In contrast to the condition that existed only a few years ago, when strong publishing influences were at work attempting to undermine commercial radio, there does not exist today a single important entity in the newspaper field that hasn't accepted the aural medium as a proper journalistic enterprise.

There is no ownership or sponsorship tieup between WMCA, which changed hands early this year, and *The Times*. It constitutes a recognition by *The Times*, as its publisher, Arthur Hays Sulzberger said, that for bulletin news purposes "radio has become indispensable". Edward J. Noble, owner of WMCA, described the agreement with the newspaper as the latest in a series of "public service broadcasts" inaugurated by the station this year.

This newspaper-radio compact, while restricted to one city, nevertheless takes on a vastly greater significance. It affects the outstanding newspaper in the nation's first market. More than that, it comes at a time when the FCC is probing the propriety of newspaper-ownership of stations, with much weight thrown in the direction of purported coloring of news over the air because of the ownership aspect.

Manifestly, *The Times* would not permit any consideration to impair the quality of its news service. It's editorial integrity through the years has been such as to merit highest public confidence. With rare exceptions, that same tradition epitomizes American journalism, and is finding its counterpart in radio, which is nothing more nor less than *audible journalism.*

XUM

We Pay Our Respects To —

WILLIAM IRA LE BARRON

IF YOU BELIEVED half of what's printed about broadcasting, you couldn't escape the conclusion that here's a business that makes a nice dent in the national income, is housed in modernistic chromium-plated temples from coast-to-coast and has more glamor than New York and Hollywood combined.

Anybody who sits in a radio trade paper's offices for a day, of course, could disprove that dream. Take the story of William Ira LeBarron, whose only resemblance to the popular version of the correctly dressed, high-powered, glad-handing metropolitan radio executive is his title, "President of the Great Plains Broadcasting Co." But even then, there's a difference: Bill LeBarron's title means something.

This weather-beaten former rancher, deputy sheriff, department store clerk, carpenter, restaurant owner and traveling salesman is the antithesis of radio's usual "successful young businessman" type. The United States was still healing its Civil War wounds when Bill LeBarron was born on March 4, 1876 in Shenandoah, Ia. Ulysses S. Grant was serving his final year as President.

The transcontinental railroad was the big story of the day. Indians still went on the warpath and the airplane was still many years away. Radio wasn't even a buzz out in space.

After doing chores on farms near his Iowa home until he was 22, Bill or "W. I." as he is best known, packed his portmanteau and set out, like many other Iowans have done before and since, for Omaha. In that Nebraska town he worked as a carpenter on the Trans-Mississippi Exposition and when his hammering and sawing was finished, took a fling as attendant and guide at a refrigerator car exhibit. Part of his job was to extol the merits of the refrigerator car and the "captivating creation" inside, a young lady who molded butter behind a special glass front.

Once the exposition closed, he caught on as a clerk in an Omaha department store, selling across the counter for four years. He gave that up in 1905 to open his own bakery. But the West, farther west, called and he sold the bakery and moved to Cheyenne, Wyo. After trying his hand at various hash slinging jobs in that cow-country capital, Bill became owner-operator of the Becker Hotel cafe, one of those places they called an "eatery" serving such Zane Grey cosmopolites as traveling salesmen, cowhands and ranchers and just to make things interesting every once in a while a bad hombre who fanned his six-shooters.

Eating was his business until 1918 when he succumbed to an old Wyoming habit — cattle raising. Taking some of the profits from the LeBarron Cafe, he invested them in a sizable cattle property near North Platte, Neb. known as the Pawnee Springs Ranch. It was the same Pawnee Springs in the Valley of the Platte where the Conestoga wagons stopped for water on the Oregon Trail—a grazing land steeped in the lore of the Old West. A year later he assumed active management of the 16,000-acre property and its 3,000 head of Herefords. And he was "boss" for the next seven years, when he sold his interest in Pawnee Springs and accepted a position as traveling representative for an Ohio paint company, with south central and southwestern Nebraska his territory until 1928. No ordinary drummer, cigar-smoking W. I. LeBarron was a welcome caller on the hundreds of ranches and farms on his sales beat.

He retired from the road in 1928 but not from excitement. For he was named deputy sheriff of Lincoln County, Neb., a post he held for two years, giving this up in 1930 when, pushing 55, he got into radio through acquisition of KGNF.

And just as Bill LeBarron is different from other radiomen, so is KGNF different from other stations. It operates daytime six days a week but not on Sunday, and programming follows this code laid down by W. I.: "Our program schedule is such that a family may listen from sign-on to sign-off, free from the boredom of too much of any one kind of entertainment." Radio, according to Bill LeBarron, is the daily companion of the cattle country, where listeners depend on it for their weather, markets, news and entertainment. "Neighborly contact is the key point of our service," he says not without pride.

To prove his point he cites two of the station's features. One, the *Swapper's Program*, is just what the name implies—you can trade any small item around the place. In addition, this half-hour show carries jobs and help wanted, household and equipment announcements at North Platte rates. It's nine years old and going strong. The smart boys in Chicago, Hollywood or New York might sniff at that one and mutter something about "corny", but the folks around North Platte like it and it's their money that talks. And somehow or other they haven't been educated to the fact that the United States is bounded by the Jersey side of the Hudson, Lake Michigan or Hollywood & Vine.

Then there's KGNF's fire department bulletin. North Platte, like most American communities, likes to follow the fire engines. However, the fire department found that the well-wishing spectators caused a severe traffic situation and appealed to Mr. LeBarron for help. This resulted in a unique tieup. When the fire siren blows now, you can tune in KGNF and hear within seconds the location of the fire BUT you also hear a request not to rush after the engines.

Another thing that makes the KGNF operation different is the husband-wife partnership. The former Vida J. Bardshar, a native of Smithfield, Neb., who became Mrs. LeBarron in 1928, doubles in brass as secretary-treasurer of the station, conductor of the *Swapper* program and office manager.

Active in Nebraska radio circles, Bill LeBarron is a director of the Nebraska Broadcasters Assn. and a past president of the organization. Other activities include past director of the North Platte Rotary club, a Mason, Scottish Rite, and the Tehama Shrine. In addition, he is a member of the Christian Science Church. His hobby, besides KGNF, is gardening, as the landscaped property of the station on the Lincoln highway on the western outskirts of North Platte testifies.

Personal NOTES

ART WESTLUND, general manager of KRE, Berkeley, Cal. recently was re-elected for his third term as president of the Northern California Broadcasters Assn., at a meeting held in Oakland. C. L. McCarthy, manager of KQW, San Jose-San Francisco, was elected secretary-treasurer.

JACK WAGES, actor, has joined the commercial department of KOY, Phoenix, and is featured on *Tovrea's Love Story Time*, dramatic serial sponsored by Tovrea Packing Co. on KOY and Arizona Network stations.

TOM ARMSTRONG, salesman of WTRY, Troy, N. Y., is the father of a boy born recently.

ROBERT JONES, formerly of WCLS, Joliet, Ill., has joined the sales staff of WJJD, Chicago.

HAL WAGNER, formerly program manager of WENY, Elmira, N. Y., has joined MBS in New York as assistant to Adolph Opfinger, program director of the network. He will be succeeded at WENY by Woody Ott, former production manager.

JOHN E. REILLY, president and program director WMEX, Boston is the father of a boy, John Edward Jr., born Nov. 11.

JACK OVERALL, MBS account executive, married Florence Kimbrough, Muncie, Ind., Nov. 19.

JOSEPH F. WRIGHT, formerly in newspaper work, has joined WLVA, Lynchburg, Va., as sales promotion manager.

EARL FENTON, formerly salesman of WIND, Gary, has joined the Chicago sales staff of Walker Co. station representatives.

STANLEY KRAMER, formerly assistant to Larry Wolters, radio editor of *Chicago Tribune*, has joined the publicity staff of WGN, Chicago.

JACK LOWE, account executive of WOR, New York, is the father of a baby girl born recently.

EWALD KOCKRITZ, formerly assistant editor of *Buy-Way*, WSAI, Cincinnati merchandising paper and before that program director of KTHS, Hot Springs, Ark., has been appointed program director of WLW-WSAI to replace Winfield Levi, recent selectee. Miss Rosemary Durham has been named to assist Mr. Kockritz.

MORT ADAMS, formerly in the promotion department of the *New York World-Telegram*, has been named director of station relations for the Keystone Broadcasting System, transcription network.

WILL WHITMORE, advertising supervisor of Western Electric Co. and editor of *Pickups*, quarterly technical publication issued by WE and distributed to radio engineers, is author of "How We Mobilized for Peace," appearing in *American Business* for November. Article outlines a plan whereby industry can prepare for the buyer's market which will follow the end of the war.

D. J. DONNELLY, formerly KGB, San Diego, assistant manager, has been appointed manager of KDB, Santa Barbara, Cal. He succeeds Earl Pollock, resigned.

WALTER P. KELLY, public relations director of WAAT, Jersey City, has been named State radio director for the *March of Dimes* campaign starting Jan. 10, 1942. Mr. Kelly organized the *Mile of Dimes* radio campaign in New Jersey last year, according to WAAT.

FRANK BUTLER on Dec. 1 joined the announcing staff of WCCO, Minneapolis.

GORDON WIGGIN, formerly of the sales promotion department of WLS, Chicago, and previously salesman at KCY, Phoenix, has joined the sales staff of WBZ, Boston.

CHESTER K. HILL, formerly of WBZ-WBZA, Boston-Springfield, has joined WCOP, Boston, as director of publicity and continuity, replacing Kay McAvoy.

ROY LANGHAM, of the CBS production department, is serving as manager of the department in place of Gerald Maulsby, who in turn is substituting for Douglas Coulter, assistant director of broadcasts. Mr. Coulter has taken over the duties of W. B. Lewis, CBS vice-president in charge of broadcasts, now on temporary leave of absence to serve as consultant in the defense agency, Office of Facts and Figures.

BEHIND the MIKE

HOOPER WHITE, WKZO, Kalamazoo, Mich., continuity director, married Maris Kern of Flint, Mich., Nov. 24th.

LOUISE MARTIN, traffic manager of WMBR, Jacksonville, and with the station for the last six years, has joined the office staff of Andrew W. Bennett, Washington radio attorney and general counsel of National Independent Broadcasters Inc.

JOHN SHIPLEY, announcer has joined WCHS, Charleston, West Va.

MILT HARLAND MATHESON, CKLW, Windsor, Ont., announcer, recently married Anita Morand.

SANDY BAKER, formerly an announcer of WWRL, New York, has joined the announcing staff of WBT, affiliate of CBS in Charlotte, N. C.

ROBERT J. MARKEL of NBC Chicago guide staff has been named announcers' clerk, succeeding Raymond Marcus, who has joined WTAQ, Green Bay, Wis. Mr. Markel is replaced on the guide staff by Howard H. Huffmaster Jr.

HARRY HEATH, formerly of Tulsa *World*, AP and UP news staffs, has joined the special events department of NBC Chicago as a news writer.

LES GRIFFITH, former NBC Chicago staff announcer, has joined W67C, new CBS FM outlet in Chicago, as chief announcer.

ED PRENTISS, CBS Chicago actor, on Nov. 21 married Ivah Davidson, daughter of Capt. Davidson, second in command at Great Lakes Naval Training Station.

Log of Fluffs

FLUFF LOG consisting of a pink memo pad on which are recorded all speech errors, together with the time, the offender and the client's name, if the 'fluff' should occur during a commercial announcement, has been started at WHEB, Portsmouth, N. H. by Bill Robinson, chief engineer. Latter is called by WHEB announcers, "tougher than any program director".

ROY PETERSON, formerly of WDAY, Fargo, N. D., has joined the announcing staff of KILO, Grand Forks, N. D.

JACK HORNER, former sportscaster of KILO, Grand Forks, N. D., has joined the staff of WTMJ, Milwaukee.

CURT ROBERTS, freelance writer and actor, has joined the announcing staff of WLS, Chicago.

BOB HIBBARD of the news staff of WGN, Chicago, has returned to his desk after eight months' military service as a radio operator.

FRED WACKERNAGEL Jr., formerly with UP Radio in Washington has joined PA Radio in New York.

HERB CAEN, *San Francisco Chronicle* columnist and conductor of a commentary program on KPO for Regal Amber Brewing Co., and Bea Mathews, actress of New York and Chicago, rerecently announced their engagement.

BOB TRUERE, formerly of WFTC, Kinston, N. C., has joined the announcing staff of WCNC, Elizabeth City.

WALTER RUDOLPH, formerly musical director of KYA, San Francisco, has been named music director of the Tivoli Light Opera Festival in San Francisco.

RUTH HURT, of the production staff of KLS, Oakland, Cal. and Tommy Franklin, announcer-newscaster, are to be married Dec. 23 in Berkeley, Cal.

MARTIN NULTY, CBS page boy, has been named head page, succeeding Vincent Walsh, who has been drafted.

CREIGHTON SCOTT, historical novelist formerly in the Denver Art Museum, has joined the news department of NBC's international division.

MARJORIE LYNNE, vocalist new to radio, has joined the talent staff of WLS, Chicago.

BILL VANCE, formerly of WTAD, Quincy, Ill., has joined the production staff of WLS, Chicago.

MICHAEL DOWD, formerly with NBC in Chicago as a singer, has joined WKY, Oklahoma City, succeeding Lee Norton, now in New York.

CHUCK NORMAN, formerly of the announcing staff of WDWS, Champaign, Ill., has joined WKBH, La Crosse, Wis. as sports announcer.

TOMMY WEBER, formerly chief photographer of NBC, has opened his own photographic agency at 137 E. 45th St., New York.

TAD HORTON, photographer with various Canadian magazines in that country, has joined NBC's photographic department.

TRUMAN HARPER, formerly newscaster and director of special features of KSFO, San Francisco, has joined WOR, New York, as newscaster on the Monday through Saturday 9:30 a.m. news period.

STEER MATHEW, with NBC 14 years as commercial engineer in the traffic department and later as network facilities engineer and handling budgets for that division, has been appointed assistant manager of the traffic department.

JOHN M. ANSPACHER, until recently a private in the public relations office at Camp Wheeler, Ga., and previously with United Press radio service, has joined the publicity department of WOR, New York.

JOE BRENNAN, recent St. Louis U graduate, formerly on the staff of WEW, has joined the announcing staff of KXOK, St. Louis, replacing Bob Hille, who enlisted in the Army.

ALEX LIOSNOFF has been appointed to the news staff of KMOX, St. Louis, as reporter to cover the City Hall run, police headquarters and special assignments.

JACK COWING, Hamilton, Ont., has joined the announcing staff of CKGB, Timmins, Ont.

ROSS MOHNEY, formerly of WCED, DuBois, Pa., has joined the announcing staff of WLVA, Lynchburg, Va.

PAUL SNIDER, former freelance announcer, has joined WAAF, Chicago, and announces under the name of Paul Raye. Douglas Carter, former announcer of WALA, Mobile, and recently of WAAF, has been called to military service.

LYLE FLANAGAN, formerly continuity director of WHO, Des Moines, has joined KSO-KRNT, Des Moines, as assistant program director in charge of public service.

BILL WIGGINTON, announcer of WCCO, Minneapolis, has enlisted in the Navy and will be stationed in Minneapolis, where he will continue active in radio.

JOHN MURRAY, of Reading, Pa., has joined the announcing staff of WCAE, Pittsburgh.

DON'T GET IN A FERMENT ABOUT BREWERS (Ky.)!

Without further ado, we'll tell you frankly that Brewers (Ky.) pours out durn little business! But that's to be expected, when you consider that 57.1% of Kentucky's effective buying income is concentrated in the Louisville Trading Area *alone!* WAVE reaches all of the Area's 1,331,200 people, who do 17.6% *more* retail buying than the rest of Kentucky *combined!* And we get *listeners* because we're the only NBC Basic Red Network station within 100 miles! When do we start brewing up business for *you?*

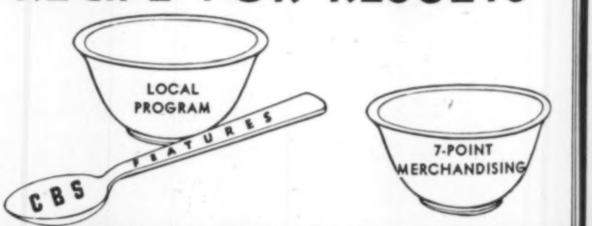
LOUISVILLE'S WAVE

5000 Watts

970 K. C. . N. B. C. Basic Red

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

RECIPE FOR RESULTS



Use WFBM for Sales In Central Indiana

TO REACH THE HOOSIER MARKET IN INDIANAPOLIS USE

WFBM

NATIONAL SALES REPRESENTATIVE—THE KATZ AGENCY

One good return deserves another

FOR fifteen years WEEI's Caroline Cabot Shopping Service has been paying out big returns to its participating sponsors. Which is why advertisers who first used the program in 1926 keep on returning to the service year after year—such advertisers as Filene's, Slattery's, Thayer McNeil's and hundreds more.

Of course, there is proof after proof of WEEI's effective pulling power and leadership in Boston broadcasting—but for the moment, we're pleased as Punch to spotlight those year-after-year happy returns to the Caroline Cabot Shopping Service on its 15th Anniversary of successful selling.

Columbia's Friendly Voice in Boston

Operated by the Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, San Francisco, Los Angeles, Charlotte, St. Louis

WEEI

Meet the LADIES

HARRIET HESTER

ONE of the busiest women in Chicago radio is Harriet Hester, educational director of WLS. Harriet's multiple duties include research for the WLS *School Time* program, a radio classroom with an estimated 870,000 pupils in a four-state area, appearances before parent-teacher groups, teacher organizations, and women's clubs, as well as various talks and demonstrations.

A graduate of Illinois State Teachers College, Miss Hester taught school for several years, then began organizing rural school music classes, through which she eventually became interested in radio and came to WLS. She has been in charge of both the educational and women's programs for that station since 1938. Despite her many activities Harriet is married and has a daughter. Some of her hobbies include collecting recipes, china and old hymn books; but best of all, camping and fishing.

KDKA Names Tooke

Mr. Tooke

FRANKLIN TOOKE, 29-year-old program manager of WOWO-WGL, Fort Wayne, Ind., has been named program director of KDKA, Pittsburgh. A native of Fort Wayne, Mr. Tooke joined WOWO-WGL as announcer in 1935 and was made program manager a year later. Before going into radio he attended the American Academy of Dramatic Art in New York, being awarded a year's fellowship after graduation from DePaul U. He has taken an active interest in dramatics and is vice-president of the Fort Wayne Civic Theatre. Among the shows he has produced at WOWO-WGL and which have been heard over NBC are *Indiana Indigo*, *Hoosier Hop* and *Major, Minor & Marian*. Mr. Tooke assumed his new duties Dec. 1.

CBS last week added two new members to its shortwave department, Juan Hevia de Puerto, formerly with various Mexican stations, to the production division, and Bernard Person, formerly with the New York consulate of the Netherlands Govt., as Dutch newscaster.

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KMOX, St. Louis

Plough Inc., Memphis (cosmetics), 5 *sp* weekly, thru Lake-Spiro-Shurman, Memphis.

Sperry Candy Co., Milwaukee. *sp* weekly, thru Cramer-Krassett Co., Milwaukee.

Stephano Bros., Philadelphia (Marvels), 5 *sp* weekly, through Aitkin-Keynett Co., Philadelphia.

Pinex Co., Ft. Wayne, Ind. (cough remedy), 9 *sa* weekly, through Russel M. Seeds Co., Chicago.

Grove Labs., St. Louis (Bromo Quinine), 3 *sp* weekly thru J. Walter Thompson, N. Y.

Lever Bros., Cambridge (Swan), *t* weekly, thru Young & Rubicam, N. Y.

Ludens, Inc., Reading, Pa. cough drops), *sp* weekly. thru J. M. Mathes Inc., N. Y.

Faultless Starch Co., Kansas City, 2 *sp* weekly, thru Ferry-Hanly Co., Kansas City.

Chatham Mfg. Co., Elkin, N. C. (blankets), 3 *sp* weekly, thru H. M. Hackett, N. Y.

Lehn & Fink Products Corp., New York (Hinds), 10 *t* weekly, thru Wm. Esty & Co., N. Y.

Vick Chemical Co., New York (cough drops), 3 *sp* weekly, thru Morse International, N. Y.

David G. Evans Coffee Co., St. Louis, 6 *t* weekly, thru Ruthrauff & Ryan, St. Louis.

WIP, Philadelphia

Ismak Rug. Co., Philadelphia (rugs), 6 *sa* weekly, 13 weeks, thru Dan Rivkin, Philadelphia.

General Utilities Corp., Philadelphia (oil burners), 3 *sa* weekly, 13 weeks, thru Frank Wellman, Philadelphia.

Lydia E. Pinkham Medicine Co., Lynn, Mass., 6 *sa* weekly, 52 weeks, thru Erwin, Wasey & Co., N. Y.

Simon & Schuster. New York (tax book), 6 *sa* weekly, thru Northwest Radio Adv. Co., Seattle.

Roma Wine Co., Philadelphia, 4 *sa* weekly, thru Samuel Taubman, Philadelphia.

Cosmos Finance Co., Philadelphia (personal loans), 6 *sa* weekly, thru May Adv., Philadelphia.

WWVA, Wheeling, W. Va.

Swift & Co., Chicago (lard), 120 *sa* thru J. Walter Thompson Co., Chicago.

Studebaker Co., South Bend, 13 *sp*, thru Roche. Williams & Cunnyngham, Chicago.

Knox Co., Los Angeles (Crytex), 52 *t*, thru Barton & Stebbins Adv., New York.

Red Top Brewing Co., Cincinnati (beer), 60 *sa*, thru Joseph Adv. Co., Cincinnati.

Morton Salt Co., Chicago, 39 *t*, thru Klau-Van Pietersom-Dunlap, Milwaukee.

Lever Brothers Co., Cambridge (Swan soap), 50 *t*, thru Young & Rubicam, N. Y.

Procter & Gamble Co. (Lava soap), 312 *t*, thru the Biow Co., N. Y.

KDYL, Salt Lake City, Utah

American Cigar & Cigarette Co., New York (Pall Mall cigarettes), 26 *sa* weekly, 13 weeks, thru Ruthrauff & Ryan, N. Y.

Plough Inc., (St. Joseph Aspirin, Penetro), 2 *sa* daily, thru Lake-Spiro-Shurman, Memphis.

Shaeffer Pen Co., Fort Madison, Ia., 2 *sa* weekly, thru Russel M. Seeds Co., Chicago.

WHBL, Sheyboygan, Wis.

Peter Fahrney & Sons, Chicago (Alpen Krauter), 3 *sp* weekly, 10 weeks, thru United Adv. Cos., Chicago.

Studebaker Corp., South Bend, 18 *sp*, thru Roche, Williams & Cunnyngham, Chicago.

Utilities Engineering Institute, Chicago (training school), 3 *sp* weekly, thru First United Broadcasters, Chicago.

KECA, Los Angeles

California Mission-Pak Co., Los Angeles (candied, dried fruits), 9 *ta* weekly, thru Allied Adv. Agencies, Los Angeles.

WTAR, Norfolk

American Home Products Corp., New York (Anacin), Easy Aces *t*, thru Blackett-Sample-Hummert, Chicago.

Carnation Co., Milwaukee (milk), *t* series, thru Erwin Wasey & Co., N. Y.

Carter Coal Co.. Cincinnati (coal), *t* series, thru Ralph H. Jones Co., Cincinnati.

Griffin Mfg. Co., Brooklyn (shoe polish), *t*, through Bermingham Castleman & Pierce, N. Y.

General Foods Corp., New York (Grape Nuts), *t*, series thru Young & Rubicam, N. Y.

Grove Labs.. St. Louis (chill tonic), Tobacco Tags *t*, thru H. W. Kastor & Sons, Chicago.

Longines-Wittnauer Co., New York (watches), *t* series, thru Arthur Rosenberg Co., N. Y.

KSL, Salt Lake City, Utah

Morton Salt Co., Chicago (Morton's Salt), 39 *t* thru Klan Pietersom-Dunlop Assoc., Milwaukee.

Block Drug Co., Jersey City (Gold Medal capsules), 156 *sa*, thru Raymond Spector Co., N. Y.

Aero Industry Tech Institution, Los Angeles (education), 18 *t*, thru West-Marquis, Los Angeles.

D & RG Railway, Denver, (service), 2 *t*, thru C. F. Cusack, Denver.

WJJD, Chicago

Dean Studios, Omaha (photo finishing), 312 sp, thru Lessing Adv. Co., Des Moines.

Haldeman-Julius Co., Girard, Kan. (publishers), 6 *sp* weekly, thru Huber Hoge & Sons, N. Y.

American School, Chicago (correspondence school), 6 *sp* weekly thru Huber Hoge & Sons, N. Y.

Pepsodent Co.. Chicago (dental products), 6 *sa*, thru Lord & Thomas, Chicago.

Sterling Insurance Co., Chicago, 20 *sp*, thru Neal Adv. Agency, Chicago.

WAAT, Jersey City

Stanback Co., Salisbury, N. C., 12 *sa* weekly, thru Klinger Adv. Corp., N. Y.

United Grocery Co., Irvington, N. J.. 7 *sp* weekly, thru Ray Hirsch Co., N. Y.

Bayonne Opera Co., Bayonne, N. J., 3 *sp* weekly, 2 *sa* weekly, direct.

Austin Technical Institute, Newark, 4 *sp* weekly, direct.

Donald Besdine Inc., New York, 21 *sp* weekly, thru Inter-City Adv. Agency, N. Y.

WHEB, Portsmouth, N. H.

Boston Von Co., Boston (Von's Pink Tablets), 12 5-min *sp*, thru Harry P. Bridge Co., Phila.

H. P. Hood & Sons, Boston (ice cream), 3 *t* weekly, thru Harold Cabot & Co., Boston.

Simon & Schuster, New York (tax instructor), 6 *t*, thru Northwest Radio Adv. Co., Seattle.

First National Stores, Boston, 4 *sp* weekly 13 weeks, thru Badger & Browning, Boston.

CKVD, Val D'Or, Que.

Newport Fluff Cereal Co., Montreal, 32 *sa*, thru Stanfield Blaikie Ltd., Montreal.

WHP, Harrisburg

Sterling Products, Wheeling (Pape's Compound, Cal., Syrup of Figs), 10 *sa* weekly, 52 weeks, thru Sherman & Marquette, Chicago.

Delaware, Lackawanna & Western Coal Co., Phila. (Blue coal), *t* weekly, 26 weeks, thru Ruthrauff & Ryan, N. Y.

Thomas Leeming & Co., New York (Baume Bengue), 5 *t* weekly, 25 weeks, thru Wm. Esty & Co., N Y.

P. Duff & Sons, Pittsburgh (gingerbread mix), 3 *t* weekly, 13 weeks, thru W. Earl Bothwell Co., Pittsburgh.

Swift & Co., Chicago (Pard dog food), 5 *t* weekly, 13 weeks, thru J. Walter Thompson Co., Chicago.

American Cigar & Cigarette Co., New York (Pall Mall cigarettes), 25 *t* weekly, 24 weeks, thru Ruthrauff & Ryan, N. Y.

Pierce's Medicines, Buffalo, 312 *t*, thru H. W. Kastor & Sons, Chicago.

Plough Inc., Memphis (St. Joseph Aspirin & Penetro), 14 *t* weekly, 26 weeks, thru Lake-Spiro-Shurman, Memphis.

Longines-Wittanauer Co., New York (watches), 1 *t* weekly, 26 weeks, thru Arthur Rosenberg. New York.

Procter & Gamble. Cincinnati, (Lava soap), 18 t weekly, 126 weeks, thru Biow Co., N. Y.

Hurley Machine Co., Chicago (Thor Gladiron), 6 *sp* weekly, 13 weeks, thru E. H. Brown, Chicago.

Luden's Inc., Reading, Pa. cough drops & candy), 6 *sa* weekly, 26 weeks thru J. M. Mathes Inc., N. Y.

Beaumont Labs.. St. Louis Four-Way tablets), 104 *t*, thru H. W. Kastor & Sons, Chicago.

WHBF, Rock Island

Haskins Bros. & Co., Omaha (soap) 34 *ta*, thru Sidney Garfinkle Adv., San Francisco.

Richman Bros.. Cleveland (clothes). 6 *s* weekly. 13 weeks, thru McCann-Erickson, Cleveland.

Longines-Wittnauer. New York (timepieces), 2 *t* weekly, 13 weeks, thru Arthur Rosenberg Co., N. Y.

Doughboy Mills Inc., New Richmond, Wis. (cereal), 6 *s* weekly, 30 weeks, thru Arthur Towell Inc., Madison.

American Cigar & Cigarette Co., New York (Pall Mall cigarettes), 30 *ta* weekly, 13 weeks, thru Ruthrauff & Ryan, N. Y.

KFI, Los Angeles

California Mission-Pak Co., Los Angeles (dried, candied fruits), 17 *sa* weekly, thru Allied Adv. Agencies, Los Angeles.

BC Remedy Co., Durham, N. C. (headache powders), 3 *ta* weekly, thru Harvey-Massengale Co., Atlanta.

Allcock Mfg. Co., New York (porous plaster), 2 *ta* weekly, thru Small & Seiffer, N. Y.

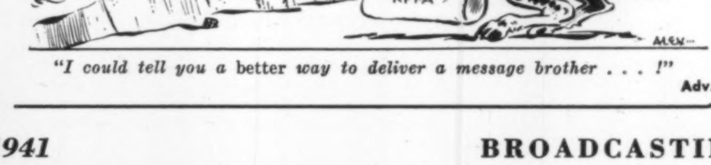
Seeck & Kade, New York (cough remedy), 6 *ta* weekly, thru Erwin, Wasey & Co., N. Y.

WMAQ, Chicago

United Drug Co., Boston (Rexall 1c sale), 4 *sp*, thru Street & Finney, N. Y.

New Morning Newspaper, Chicago, 8 *sp* and 24 *sa*, thru Schwimmer & Scott, Chicago.

Owens-Illinois Glass Co., Toledo (glass products), 54 *ta*, thru D'Arcy Adv. Co., Cleveland.



"I could tell you a better way to deliver a message brother . . . !"

Adv.

FOREIGN OUTLETS EXTENDED BY ES

ESSO MARKETERS, which l September started its *Esso R porter* five-minute broadcasts United Press news in Spanish a Portuguese four times a day, s days a week, on 14 stations Chile, Argentina, Uruguay a Brazil [BROADCASTING, Sept. 1 has announced plans to ext these newscasts to nine addition Latin American countries. McCan Erickson, New York, is in char of the Esso advertising through Latin America.

Facilities are now being a ranged for these broadcasts ov stations in Caracas, Venezuel Havana, Cuba; San Juan, Puer Rico; Cuidad de Trujello, Domin can Republic; Panama Cit Panama; Managua, Nicaragu San Jose, Costa Rica; San Salv dor, El Salvador, and Guatema City, Guatemala.

Series will begin in Carac about Dec. 1, with the other statio to be added as rapidly as time cleared. As with the present E Latin American broadcasts, t new stations will receive from t UP bureau in each country co plete news reports, ready f broadcasting in the language c tomarily used.

Foreign Sales Offic Are Expanded by NB

SALES STAFF of NBC's Int national Division is moving headquarters from the second the seventh floor of the RCA Bld New York. to allow for expansi of the staff, according to John Elwood, manager. The departme now has a personnel of over 6

Most recent additions are T Palm and Einar Thulin, conducti two half-hour periods of news a comment in Swedish to Europe f times weekly on WRCA and WN NBC's international stations. Palm was Swedish Commissio of the Chicago World's Fair, charge of the Industrial Arts hibit at the New York World's F and served as consultant with President's Commission to st Scandinavian cooperative effo Mr. Thulin has lived in this coun since 1928 serving as foreign respondent for leading Swed publications. NBC internationa now broadcasting in seven l guages—English, Spanish, Germ Portuguese, Italian, French, Sw ish—during a total of 17 ho daily.

Camera Spots

THE CAMERA MAN, Chic (cameras and cases), has starte varied 13-week schedule on following stations: Live quar hour program five days weekly WJJD WNAX KSO-KRNT W KFJZ KONO WLBC WLAW six days weekly on WCAR KICA; five-minute program days weekly on XEG, Montern XENT, Nuevo Laredo, and KT Austin, Tex.; 10-minute 9:50 C on WPEN, Philadelphia, and f announcements daily Mond through Friday on WIBW, Top Agency is Henry J. Handels Jr. Inc., Chicago.

Treasury Revises Plan For Check on Stations

EXAMINATION of the requirement that stations return to the Treasury stubs verifying use of announcements covering the Defense Savings Stamp series was announced last week by Vincent F. Callahan, chief of the radio section of the Treasury Defense Savings Staff, effective Dec. 1.

Mr. Callahan said purchase of stamps has reached the half-million mark, exemplifying the degree of cooperation offered by stations in the campaign. In lieu of the stubs, the Treasury will request stations voluntarily to supply monthly reports on handling of announcements and programs, using forms supplied by the Treasury, he said.

Blaylock Gets Post

ROBERT BLAYLOCK, veteran showman, actor and producer, has been named coordinator of preparation and presentation of continuity for WHO, Des Moines and WOC, Davenport, by Col. B. J. Palmer, president of the Central Broadcasting Co. and the Tri-City Broadcasting Co., operators of the stations. Mr. Blaylock will be stationed in Davenport and monitor the work of all anouncers on the stations. He will report directly to Col. Palmer.

JOSEPH HERSHEY McGILLVRA, Adv. representatives, have been appointed exclusive United States representatives for CHML, Hamilton, Ont. and CHNC, New Carlisle, Que.

SPOTCASTING
BUILDS MORE SALES
...AT LOWER COST!

More money for the HOT SPOTS

Nothing wasted on the DEAD SPOTS

Special attention to the TOUGH SPOTS

JOHN BLAIR
& COMPANY
NATIONAL STATION REPRESENTATIVES
CHICAGO • NEW YORK • DETROIT • ST. LOUIS • SAN FRANCISCO • LOS ANGELES

PREDOMINANT

IN SAN ANTONIO—WOAI's audience is larger than all other stations combined, as shown by Hooper Station Listening Index of San Antonio for the months of September and October.

HOOPER STATION LISTENING INDEX

MONTHS: Sept.-Oct., 1941

CITY: San Antonio	WOAI	Station "B"	Station "C"	Station "D"	Station "E"		Others
MORNING INDEX Mon. thru Fri. 8:00—12:00 A. M.	58.9	22.1	8.5	6.6	3.9		0.0
	WOAI	Station "B"	Station "D"	Station "E"	Station "C"		Others
AFTERNOON INDEX Mon. thru Fri. 12:00—6:00 P. M.	71.5	11.5	7.9	5.5	3.6		0.0
	WOAI	Station "B"	Station "E"	Station "D"	Station "C"		Others
EVENING INDEX Sun. thru Sat. 6:00—10:30 P. M.	55.6	27.2	11.4	2.7	2.6		0.5

THROUGHOUT THE TERRITORY—With 50,000 watts on a clear channel, WOAI's coverage is greater both day and night than any other San Antonio station, as proved by extensive field strength measurements made by a recognized radio consulting engineer—and by mail response.

AS ADVERTISERS' CHOICE—WOAI carries 49.8% more commercial hours per week than the second station in San Antonio, as shown by station schedules for the week of November 16-22.

These are some of the factors that make WOAI the most powerful advertising influence in San Antonio and the Southwest.

WOAI
San Antonio

AFFILIATE NBC

MEMBER TQN

REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.

NEW YORK
ST. LOUIS

CHICAGO
SAN FRANCISCO

DETROIT
LOS ANGELES

THE APPEAL OF LUCK COMMANDS A COMPELLING RESPONSE!

CHRYSLER MOTORS
DETROIT
GENUINE
GOOD LUCK
4 LEAF CLOVER

Actual size

A genuine Four-Leaf Clover encased by Bastian Bros. Co. under transparent acetate in attractive engine-turned metal case

Remember no matter how "oversold" you may be you are never oversold on good will.

As recently noted in Time, Popular Science, and the N. Y. Mirror perfect four-leaf clover specimens have just become available for commercial use. And now, while four-leaf clovers are still news, these unusual Good Luck Charms are sure to create a sensation.

A TESTED APPEAL!

Promote your product or service with Four-Leaf Clover Charms, secure in the knowledge that you are using a tested and basic human appeal as old as man. Reasonably priced. Deliveries assured.

A free sample and full information will be sent upon request to executives of rated firms. Write today.

BASTIAN BROS. CO.
1500 Bastian St., Rochester N. Y.

Two New Locals Authorized by FCC

Brainerd, Minn., CP Goes to North Central Officials

TWO new locals—one in Brainerd, Minn., and the other in Bartlesville, Okla.—were authorized last Tuesday when the FCC issued construction permits to the Brainerd-Bemidji Broadcasting Co. for operation on 1400 kc. with 250-watt fulltime and to the Bartlesville Broadcasting Co. for the same facilities.

Permitee in the Brainerd-Bemidji grant is the partnership of John W. Boler, president, secretary and general manager of the North Central Broadcasting System Co., midwest regional network; Howard S. Johnson, vice-president of NCBS; David Shepard II, treasurer of NCBS; and Edmund Tom O'Brien, operator of the Brainerd Greenhouse Co. Messrs. Boler, Johnson and Shepard are also equal owners in NCBS as well as KRMC, Jamestown, N. D. Brainerd, which is approximately 100 miles west of Duluth, has a population of about 12,000.

Bartlesville Group

Principals in the Bartlesville grant are 17 business and professional men from Bartlesville and surrounding areas with Norman Gast, former musician, president and 16.12% stockholder; J. Fred Case, onetime studio director of KVOO, Tulsa, vice-president and general manager, 9.67%; Earl H. Jackson, rancher and meat packer, 9.67%; John E. Landers, grocer, 9.67%; Charles W. Doornbos, banker and treasurer of the Foster Petroleum Co., 6.45%; J. A. Maddux, furniture dealer, treasurer, 4.83%; Matthew J. Kane, attorney, 4.03%; and Alton H. Rowland, city attorney of Bartlesville, secretary and general counsel, 1.61%. Bartlesville has a population of approximately 16,000.

WWL now 870
Tune in!

PRIZE-WINNING poster of WWL, announcing the New Orleans stati change in dial position, which took third place at the 12th annual exhi tion of outdoor advertising at the Marshall Field & Co. galleries Chicago. The Coca Cola Co. took first prize and the Ford Motor second. The exhibition was sponsored by the Outdoor Exhibit Commit and the Chicago Federated Adv. Club.

WKZO Granted Permit To Use 5 kw. Fulltime

WKZO, Kalamazoo, was granted a construction permit by the FCC last Tuesday to increase its night power from 1,000 to 5,000 watts and make changes in its directional antenna for fulltime 5,000-watt operation. The station is on 590 kc.

KEVR, Seattle, was granted extension of a special service authorization to operate on 1090 kc. with 250 watts fulltime until expiration of its current license. Simultaneously, KRKO with which KEVR previously had shared, was granted a special service authorization to operate unlimited time on 1400 kc. with 250 watts for duration of its present license.

AT&T Labor Compa Averts Network Cri

SETTLEMENT of the threate nationwide strike of 15,000 m bers of the Federation of L Lines Workers was effected N 23 at the Hotel Roosevelt, N York, with the agreement by AT to grant wage increases total $3,000,000 and other concessi The strike, had it materiali Nov. 14, would have stopped network radio programs.

The agreement marked the mination of negotiations be July 28 and was announced by John R. Steelman, director of U. S. Conciliation Service. For tion of a wage adjustment bo and a wage differential board agreed upon, with Aaron Hor commissioner of the USSC, chairman of both.

ADDITIONS to the staffs of WC Ashland, Ky., include: Lota Segr program department; Erwin knoff, New York U graduate of B lyn, continuity director; Charlie ren, formerly of WGRC, Louis Huntington, W. Va. sports anno and Don Rodgers, formerly of WA Mobile, WCPO, Cincinnati, WSOY, Decatur, Ill., announcer.

It's true in PITTSBURGH, BALTIMORE, SEATTLE and PORTLAND...
?

Here They Are Again!
Those Aristocrats of the Range
THE SONS OF THE PIONEERS

With Their SYMPHONIES OF THE SAGE *200 Ne Tunes*
Produced and Distributed By
ROY ROGERS, INC., HOLLYWOOD, CAL.

FUNCTIONS OF HOUSE ORGAN

Stations Urged to Have Own Publications by Bill Wiseman, WOW Promotion Manager

NIFOLD blessings that a house an publication can offer a radio ion were outlined recently by Wiseman, promotion man- r of WOW, Omaha, and editor he prize-winning *WOW News er Magazine*, at the annual ention of the Southwestern n of Industrial Editors at Still- r, Okla., Nov. 7 and 8.

eaking on "The House Organ Radio Promotion", Mr. Wise- declared he was firmly con- ed every radio station should e a publication of its own, and t within a few years every jor outlet would be in the pub- ation field in some form or an- er.

10,000 Pay For It

Reviewing WOW's experience, . Wiseman commented:

"The *Radio News Tower* is OW's black-and-white voice. arly 10,000 listeners pay 50 ts a year for it. It is also sent tis to lists of more than 6,000 ents, agencies, educational, civic and radio industry leaders. It gives WOW a direct business contact monthly with a cream-of-the-crop list—as great in numbers, or greater, than any single radio trade paper circulation.

"The *Tower* enables WOW to say yes to every client who asks for publicity cooperation. It enables WOW to systematically publicize every WOW program at regular intervals. In 1940 more than 200 clients and account executives wrote voluntary thunder letters complimenting WOW on the *Tower*. Best evidence of listener acceptance and approval is the fact that 10,000 folks buy it and renew from year to year. The editorial policy of the *Tower:* Print only such material as will help listeners enjoy WOW more and more!"

WOW's *Radio News Tower* received the 1941 achievement award for editorial merit at the conference and the *Woodmen of the World* magazine, edited by Horace L. Rosenblum, received two superior rating awards.

the
ONTROL
ROOM

N K. PORTER, of Kenendy, Tex., ntly joined the Fort Monmouth dio Engineering Laboratory, quali- ng as the first woman radio engi- r at the post. A graduate of South- stern U and the U of San Antonio, s Porter holds an amateur and ra- telephone operator license and for- rly taught radio transmission theory Blinn Junior College in Texas. Her ther also has received an amateur ense.

S BOWMAN, CBS Western divi- n chief engineer, has been elected h district representative of the AB and vice-chairman of the Insti- e of Radio Engineers.

ILLIAM G. TOKAR, KFI, Los geles, transmitter technician, and ry Melaine Lypps of Fullerton, l. were married Nov. 15, it was just ealed.

IFF MILLER, transmitter engi- r of KTUC, Tucson, Ariz., is the ther of a girl born Nov. 13.

. LOWELL FRANK, formerly of . S. Recording Co., Washington, and BS in New York, has joined the en- eering staff of WOR, New York.

WARD B. LEWIS, NBC Chicago ntilating engineer, died Nov. 17 er a long illness. George P. Rogers s been employed as a temporary re- ement.

. LOWELL FRANK, former CBS ineer, and previously of U. S. Re- ding Co., Washington, has joined e engineering staff of WOR, New rk.

MES COUSY, engineer in the CBS rtwave division, has been called service as a second lieutenant in Signal Corps at Ft. Monmouth, J.

EPH HERSHEY McGILLIVRA, ertising representatives, have been pointed exclusive national repre- tatives of CKNB, Campbellton, Brunswick, by Dr. Charles e, owner.

WJPA, Washington, Pa., Plans to Start Jan. 1

JOHN J. LAUX, recently appointed general manager of WJPA, under construction in Washington, Pa., has announced a tentative starting date of Jan. 1 for the new local. WJPA was authorized last Aug. 22 by the FCC for 250-watt fulltime operation on 1450 kc to the Washington Broadcasting Co., an organization of 46 stockholders of which principals in the ownership of WSTV, Steubenville, O., hold a 38.5% interest [BROADCASTING, Aug. 25].

In addition to Mr. Laux, the station personnel so far selected includes John Croft, commercial manager; Stanley Schultz, program director; and Joseph M. Troesch, chief engineer. Studios are located in the George Washington Hotel with Western Electric and RCA microphones and Presto recording equipment being installed. A WE transmitter will be located one mile northeast of the city on Highway 19 where a 350-foot Blaw-Knox tower is being erected.

WDRC
CONNECTICUT'S PIONEER BROADCASTER

"BOOM TOWN"

Every city, village and hamlet in WDRC's Primary Area is humming with defense activity. Together, they make a "Boom Town" of unprecedented prosperity. This is Connecticut's Major Market — a rich compact area completely covered by WDRC in Hartford. Basic CBS for Connecticut

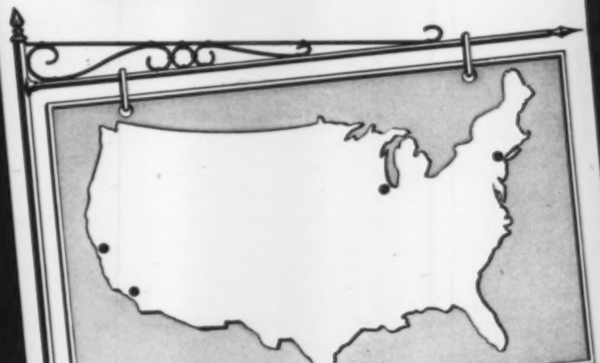
CBS

Cleveland's West End Laundry has expanded . . routes are showing increases of approximately 30% . . a night shift has been added . . and business still continues to boom! All this came about, Mr. A. J. Salzer, president, says, . . *"since we started using your station"*

WHK
CLEVELAND, OHIO

Represented by:
PAUL H. RAYMER CO.

It's true in NEW YORK, CHICAGO, LOS ANGELES, SAN FRANCISCO...



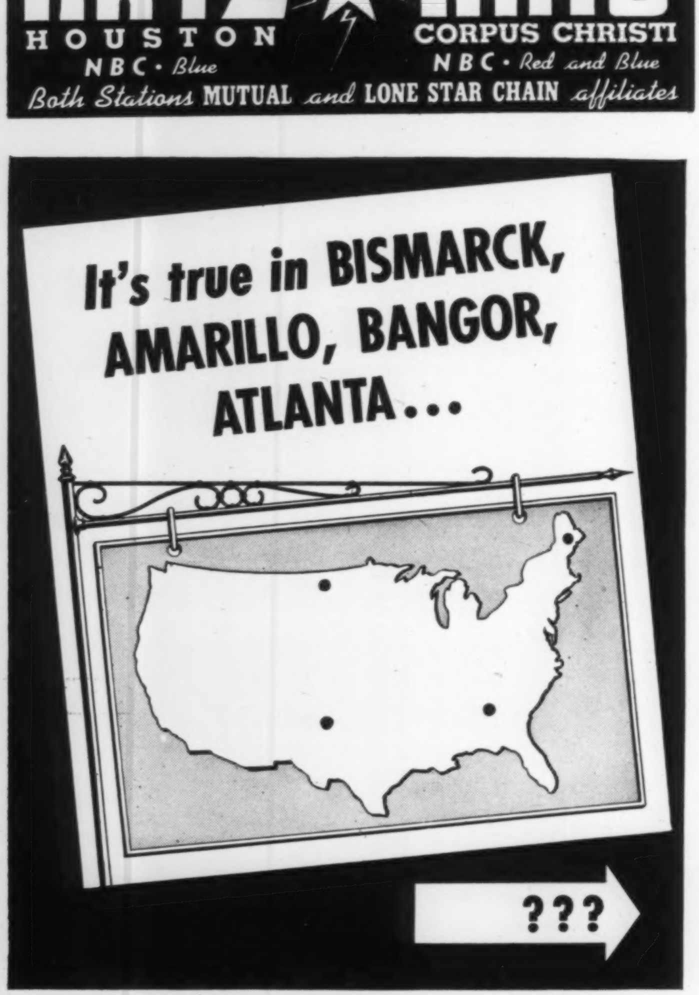
. . . AND REMEMBER GENTLEMEN YOU CAN'T COVER THE TEXAS GULF COAST WITHOUT THE TWINS
OUR 1942 MODEL
The WHINGER DINGER Sales MEETING

Where other states talk in miles Texas talks in hundreds of miles; where others talk thousands Texas talks millions. The concentration of Texas' vast spending power is along its Gulf Coast; and there's only *one* combination that blankets the heart of this section—the Twin Stations—KXYZ-KRIS. Buy yourself a market that's big in any man's language with one combination rate that offers *double* savings. Full information on request.

National Representatives
THE BRANHAM COMPANY

Make
BUDGETS
S-T-R-E-T-C-H
● *with our*
COMBINATION RATES
● *. . . and*
BONUS POINT ADVERTISING

KXYZ ★ KRIS
HOUSTON
NBC • *Blue*
CORPUS CHRISTI
NBC • *Red and Blue*
Both Stations MUTUAL *and* LONE STAR CHAIN *affiliates*



Radio Advertisers

SAFEWAY STORES Inc., Oakland, Cal. (meats), recently started a two-week campaign on six San Francisco Bay stations, using transcribed announcements three times daily. Spots call attention to the Safeway's new meat plants and refrigeration systems. Agency is J. Walter Thompson Co., San Francisco. The station list: KGO KPO KFRC KSFO KROW KQW.

OLD HOMESTEAD BAKERY, San Francisco, recently started a campaign on five San Francisco stations, using one announcement several times daily on KSFO KGO KPO KJBS KFRC. Agency is Ruthrauff & Ryan, San Francisco.

HIRSCH & KAYE, San Francisco (cameras), recently started a three-week pre-Christmas campaign on six San Francisco stations, using 50-word spot announcements on a scattered schedule. Agency is Long Adv. Service, San Francisco. The station list: KJBS KYA KFRC KGO KPO KSFO.

FROZEN FOOD DISTRIBUTORS, Oakland, Cal., recently started 25 participations twice-weekly, in Ann Holden's *Home Forum* on KGO, San Francisco. Agency is Tomaschke-Elliott Adv., Oakland.

CALIFORNIA GROWN SUGAR GROUP, San Francisco, comprising American Crystal Sugar Co., Holly Sugar Corp., and Spreckels Sugar Co., to promote interest in state-grown beet sugar during the pre-holiday season, has just started a radio campaign on two California stations. The group is using five participations weekly on Ann Holden's *Home Forum* on KGO, San Francisco, and Norma Young's program on KHJ, Los Angeles. Agency is McCann-Erickson, San Francisco.

WHMA, Anniston, Ala., has signed a 12-month contract to broadcast five 15-minute programs weekly in the interest of the Garrett Snuff Co. Scheduled for 11:30 Monday to Friday, starting Jan. 1, 1942 the program will be titled *Garrett's Snuff Varieties*. Agency is Simon & Gwynn, Memphis.

STANDARD BEVERAGES, Oakland, Cal. (Par-T-Pak) recently started a pre-holiday campaign on KLS, Oakland and KYA, San Francisco, using a total of 102 transcribed and live spots weekly. Agency is J. B. Hart Adv., Oakland, Cal.

TURCO PRODUCTS Inc., Los Angeles (cleaning compound), through Warren P. Fehlman Adv., Huntington Park, Cal., is sponsoring daily participation in *Smile in the Morning* on KMPC, Beverly Hills, Cal. Firm name was inadvertently reported as Durco Cleaners.

ALEXANDER MOTOR Co., Dallas, on Nov. 16 started sponsoring *Alexander's Variety Hour* for 52 weeks on KGKO, Fort Worth. The hour program features news and transcribed popular music, and is heard Sunday mornings. Rogers & Smith Agency, Dallas, handles the account.

LONGINES-WITTNAUER WATCH Co., New York, has expanded its schedule on WENR, Chicago, with transcribed *World's Most Honored Music* from six quarter-hour programs weekly to five half-hour weekly. Arthur Rosenberg, New York, is agency.

Quick Action

WTIC, Hartford, reports the latest breath-taking result of the power of radio. Less than a minute after Thomas Lockhart, State Commissioner of Aeronautics, had concluded a discussion of Civil Air Patrol activities on WTIC, Announcer Bob DuFour volunteered for service in the organization. DuFour came to Hartford recently from North Carolina, and until he heard Commissioner Lockhart's radio discussion, he had not known that the State Defense Council had called for licensed pilots to register for duty in CAP.

NEWS BROADCAST aired at 10:30-10:45 p.m. (CST) on WGN, Chicago, has been sold to Phillips Petroleum Co., Bartlesville, Okla. (Phillips 66 gas and oil), through Lambert & Feasley, New York, on Wednesdays and Fridays and to Look Inc., New York (periodical), through Son de Regger & Brown Adv. Agency, Des Moines, on Tuesdays and Thursdays. Both contracts, for 13 weeks, started Nov. 17, and Philipps will add a Monday night broadcast starting Dec. 15. Dr. Preston Bradley, formerly heard at this time for Evans Fur Co., Chicago, now broadcasts at 6 p.m. (CST).

FELS & Co., Philadelphia (Fels Naptha soap) recently renewed for 52 weeks its thrice-weekly quarter-hour participation in *Jack Kirkwood's Breakfast Club* on KFRC, San Francisco. Agency is Young & Rubicam, New York.

KIRKMAN & SON, Brooklyn (soap) has purchased *Can You Top This*, a WOR, New York, sustainer since last December, and will sponsor the program on WOR Tuesdays 8:30-9 p.m. starting Jan. 6. Show features humorists Harry Hershfield, Senator Ford and Joe Laurie Jr. who try to "top" a joke sent in by listeners and read by Peter Donald m.c. by volume of laughter recorded on a "laugh-meter". At the same time company on Jan. 2 will drop *Betty & Bob* five-time weekly transcribed show on WEAF, New York. Agency in N. W. Ayer & Son, that city.

POLICYHOLDERS ADVISORY COUNCIL, New York, which has been sponsoring 48 quarter-hour periods weekly of live and transcribed speeches giving advice on insurance, on WHN WEVD WBNX and WBYN, New York, through its newly-appointed agency, Victor van der Linde, New York, on Dec. 28 will add 11 addi- tional quarter-hours weekly of a simi- lar nature, on WMCA, that city. In addition Council is planning to use a number of live one-minute "teaser an- nouncements" on the same statio calling attention to the speeches.

OLSON RUG Co., Chicago (rem rugs), has started a quarter-h thrice-weekly program featuring L Belle and Skyland Scotty on WL Chicago. Five-week contract w placed by Presba, Fellers & Pr Chicago.

NABOB FOOD PRODUCTS, Va couver (coffee) has started spot a nouncements on ten Ontario and Q bec stations. Account was placed b Stewart-McIntosh Adv. Agency, Va couver.

WHBF
Basic Mutual Network Outlet
FULL TIME 1270 K C
THE 5000 WATT
Voice of the Tri-Cities
AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS
ROCK ISLAND • DAVENPORT • MOLINE

Merchandising & Promotion

Disc Bargain—Itchy—Cans of Milk—Plug for 50—Uncle's Contest—Cards Already

N RESPONSE to requests for *Demand & Response*, symphonic selection by Samuel Taylor Coleridge, recorded by don Symphony Orchestra, which roduces the nightly *recorded sic Lovers Program* on WCFL, icago. Service Drug Stores, spon- s of the program, in cooperation h RCA Victor is offering the cord to listeners. With a certifi- e obtained free at any Service g Store, the Red Seal record, t released in the U. S., can be rchased at any specified Victor ler for 50c. The list price of the cord is $1. Offer is promoted ntly by the drug stores with eamers and broadsides, and by Victor dealers with special win- and counter displays. Good- d, Joice & Morgan, Chicago, duce the program.

* * *

Technique and Tips

OD WILL BUILDER invitation being sent out by KPAC, Port thur-Beaumont-Orange, Tex. to siness men, inviting them to the tion for lessons in mike tech- ue and tips on overcoming ner- ness. Recordings are made and yed back immediately to ac- int the "student" with his radio ice. Idea was promoted to help siness men who are called upon equently for radio and public ad- ess appearances.

* * *

PRESSING THANKS for as- tance in the celebration of its th birthday, Nov. 15, NBC-Red sending out greeting cards deco- ted with red flannel eye-catcher d "itching" catch-word to pro- te claims on audiences, program tings and advertisers.

* * *

News Card

NVENIENT, practical card- rd news schedule giving time, y and commentator has been is- ed by WMT, Cedar Rapids, Ia. rd also displays photographs of MT's newscasters, Sherwood rkin, Bob Leefers, Carter Rey- lds and Douglas Grant.

PAID FOR VISITING was Mrs. Henry Devine (left) who appeared on the WLS, Chicago, *National Barn Dance* program recently with WLS Announcer Jack Holden and Mrs. Juanita Daugherty, Tennessee, Ill. Millionth paid visitor to the program, Mrs. Devine was awarded $200 and Mrs. Daugherty received a $100 defense bond as winner of the letter-writing contest to select a prize for the visitor.

* * *

Milk at Loew's

CULMINATING one of the most extensive campaigns of the Carnation Milk Co., 2,300 cans of the company's milk were turned in as admission tickets at Loew's theatre, Syracuse, recently. With the cooperation of WSYR, Syracuse. Guy Wilcox, district representative and C. G. Babcock, New York State sales representative worked on the campaign for several weeks to promote "Carnation Boquet". Campaign included window displays, school promotion, newspaper publicity, club talks. WSYR carried spot announcements. Following the theatre party Girl Scouts distributed the milk to several charitable organizations including local orphanages.

* * *

KLZ Theatre Deal

ANOTHER of Denver's leading theatres, the Denham, has given KLZ, CBS outlet, exclusive rights to its screen for station's 55-foot sound trailors used to promote various network, national spot and local shows. New trailor is used with each change of feature bill at theatre.

WHN'S 50

EVERY conceivable medium is being used by WHN, New York, to promote its Dec. 1 power boost to 50 kw. Apart from special dedicatoroy featrues to accompany the start of 50 kw. operation, WHN is using newspaper, car card, movie trailer and trade paper advertising; special station-break announcements; direct mail; stickers on Postal Telegraph messages; announcements for three weeks on all Loew's Inc. metered mail; publicity in such national news magazines as *Time* and *Newsweek*.

* * *

Uncle Don's Contest

FIFTH ANNUAL talent contest, conducted by "Uncle Don" of WOR, New York, is now getting under way in the form of auditions at the station's studios, winners to be selected in the spring of 1942. The prize for two children is a trip to Hollywood and screen tests for the movie serial version of the comic strip "Red Ryder", with a stopover at the ranch of Fred Harman, cowboy artist who draws the strip.

* * *

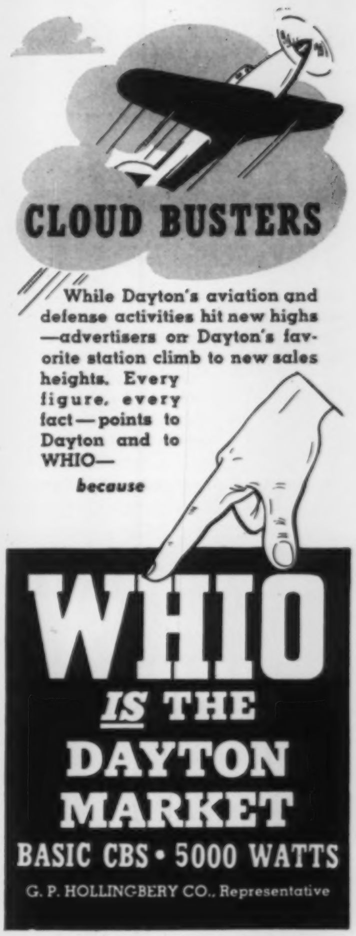
In the Bag

TO CALL ATTENTION to the pigskin predictions of Jocko Maxwell, sportscaster of WWRL, New York, the station has issued a publicity piece in the form of regular brown paper bag bearing the words: "It's in the Bag!", printed in red, pointing out that "when expert Maxwell predicts a winning team, they're really in the bag."

* * *

Early Cards

STARTLING EARLY, KDAL, Duluth has sent out Christmas cards to the trade using them as teasers for the announcement of Certified Promotion which KDAL is about to introduce.



While Dayton's aviation and defense activities hit new highs —advertisers on Dayton's favorite station climb to new sales heights. Every figure, every fact — points to Dayton and to WHIO—

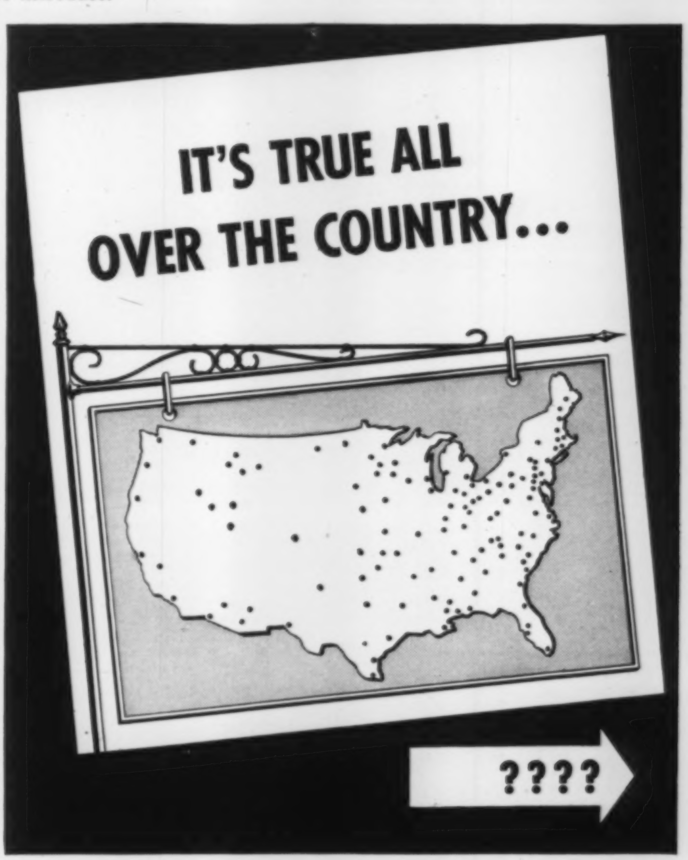
because

WHIO *IS* THE DAYTON MARKET

BASIC CBS • 5000 WATTS

G. P. HOLLINGBERY CO., Representative

WWDC
the buy for me!
WASHINGTON, D.C.
E. M. SPENCE, Gen'l. Mgr.



What Station

gets

THE LISTENERS
in the
TENNESSEE VALLEY?

•

WAPO

with

KAY KYSER
FRANK FAY
KALTENBORN
RUDY VALLEE
FRED WARING
LUM & ABNER
EDDIE CANTOR
JUST PLAIN BILL
TREASURY HOUR
MRS. ROOSEVELT
COLLEGE HUMOR
MARCH OF TIME
TELEPHONE HOUR
BURNS AND ALLEN
REVEILLE ROUNDUP
LINCOLN HIGHWAY
JOHN'S OTHER WIFE
DR. PEPPER PARADE
FITCH BAND WAGON
LIGHT OF THE WORLD
INFORMATION PLEASE
MR. DISTRICT ATTORNEY
FIBBER McGEE AND MOLLY
WE'RE FIVE IN THE FAMILY

•

5000 Watts-1150 kc.
NBC Red and Blue

•

National Representatives
Headley-Reed Co.

WAPO
Chattanooga, Tenn.

Agencies

WALTER ZIVI has been appointed to head the radio department of United Advertising Cos., Chicago and to serve as an account executive. Formerly manager of Golan Wines, Mr. Zivi has specialized in radio advertising for 12 years.

CHARLES A. OSWALD, founder of Oswald Adv. Agency, Philadelphia, has withdrawn from active direction of the agency because of ill health. At a meeting of the board of directors, Mr. Oswald was elected board chairman; Wesley M. Ecoff was elected president and treasurer; Earl W. James, vice-president.

ROBERT M. D. ARNDT, vice-president of John Falkner Arndt & Co., Philadelphia, was feted at a luncheon by the Junior Board of Commerce as the outstanding local president of Junior Board of Commerce throughout Pennsylvania during the 1940-41 term.

F. H. SEBERHAGEN announces the formation of a new advertising agency in Philadelphia to be known as Seberhagen Inc., with offices in the Horn Bldg. Officers are F. H. Seberhagen, president; F. C. Fliecher Jr., secretary; and D. Mahlon Corson, treasurer.

FRANK HOPKINS, former copywriter of Federal Adv. Agency, New York, and Crane Haussemen, copywriter of Erwin, Wasey & Co., New York, have joined the copy department of Compton Adv., New York.

JACK SAYERS, publicity director of Young & Rubicam, Hollywood, is the father of a boy born Nov. 23.

JAMES SCHULLINGER, assistant business anager of Lord & Thomas, Hollywood, has reported to Kelly Field, San Antonio, for training as aviation cadet before entering the Army Air Corps. Friends and business associates staged a farewell luncheon for him Nov. 25.

LOUIS LOUCHARD, formerly advertising director of Alexander & Oviatt, Los Angeles (men's retail clothing), has joined W. C. Jeffries Co., that city, as production manager.

JIM LEPPER, former publicity director for WGN Concerts Inc., New York, and Arthur DeVoos, formerly on the editorial staff of *Musical Digest*, have formed their own talent agency at temporary office in 161 W. 57th St. The company will represent radio talent as well as public relations for talent in other fields. Temporarily in charge of public relations at WGN Concerts in Virginia Lynn, formerly assistant to Mr. Lepper.

ROBERT H. (Bob) KNOLLIN, son of James C. Knollin, partner in Gerth-Knollin Adv. Agency, San Francisco, has joined his father's firm. He formerly was with the sales promotion department of Foster & Kleiser Co., outdoor advertising firm.

GEORGE H. GIESE, formerly director of food promotion of Belnap & Thompson, Chicago, has joined the New York office of Ward Wheelock Co., as assistant account executive.

PAUL deFUR, of the WLW, Cincinnati production staff, has joined the Grant Adv. Agency, Chicago. He had been with WLW for three years and produced the *Boone County Jamboree* and *Scramby Amby* shows.

HOPE CHAMBERLIN, formerly of Swift & Co., Chicago, public relations department, has joined MacFarland, Aveyard & Co., Chicago, as a copywriter on food accounts and women's products.

JAMES SHELBY, formerly of Grant Adv., Chicago, has been appointed writer, director and producer with McCann-Erickson, Inc., Chicago.

SPONSORED BY WGAR, CBS affiliate, the Cleveland Orchestra on Saturday, Dec. 6, begins the first of a series of 16 weekly concerts over the CBS network. Outlets in Canada, South America and England also will pick up the series, originated in Cleveland's Severance Hall. Cost of the series is being underwritten by WGAR, and a 50-piece concert orchestra is being organized to fill in for the Cleveland Orchestra during its road tour of four weeks.

The men responsible for the series, who met recently to complete arrangements, are (seated, l to r) James Fassett, CBS director of music; Dr. Artur Rodzinski, orchestra conductor; Thomas L. Sidlo, president of the Musical Arts Assn.; John F. Patt, vice-president and general manager of WGAR; Rudolph Ringwall, associate conductor. Standing, Eugene Carr, WGAR assistant manager; Norman Siegel, radio editor, *Cleveland Press;* Carl J. Vosburgh, orchestra manager; Walberg Brown, WGAR musical director; Elmore Bacon, radio and music editor, *Cleveland News;* M. L. Sloan, director, Musical Arts Assn., and Carl George, WGAR program director.

New Order

PUBLISHERS of *The New York Daily Worker*, on Dec. 3 will sponsor a Wednesday through Sunday series titled *From Labor's Newsroom* on WHOM, Jersey City. Louis F. Budenz, a member of the newspaper's editorial staff, will handle the 11 p.m. series. Any "bona fide" defense agency wishing to make announcements on the series will be granted one-minute free time, the *Worker* announced. Account is handled direct.

New N. Y. Agency

WALTER M. SWERTFAGER, formerly account executive on Seagram Distillers of Ward Wheelock Co., New York, and Harold W. Hixon Jr., formerly of Brown & Thomas, that city, have formed a new agency, Swertfager & Hixon, at 40 E. 49th St., New York. Telephone is Plaza 3-8760. Before joining Ward Wheelock, Mr. Swertfager was for four years director of advertising, sales promotion and public relations for Seagram and previous to that was with Lord & Thomas, New York. Mr. Hixon before joining Brown & Thomas was creative head of Ward Wheelock's New York office.

Rupard Heads KTSW

NELSON RUPARD, formerly program coordinator of WHB, Kansas City, and the Kansas State network, became general manager of KTSW, Emporia, Kan., Dec. 1. Mr. Rupard served in various capacities at WHB during his nine years there, including music librarian, continuity writer, sound effects and assistant to the program director.

Kauffman Changes

RECENT staff changes and additions at the Harry Kauffman Agency, Washington, include: Paul Clark, formerly with the *Washington Post*, copy department; Miss Acy Glasser, Baltimore office; Theo Mandelstam, Baltimore office, returned from military service to his former position; Helen Simmons, formerly of WOL, Washington, now in radio department of the agency; Norman Wollberg, production department. Charles deLozier, associated with the agency for several years has taken a Government post.

Perfume Spots

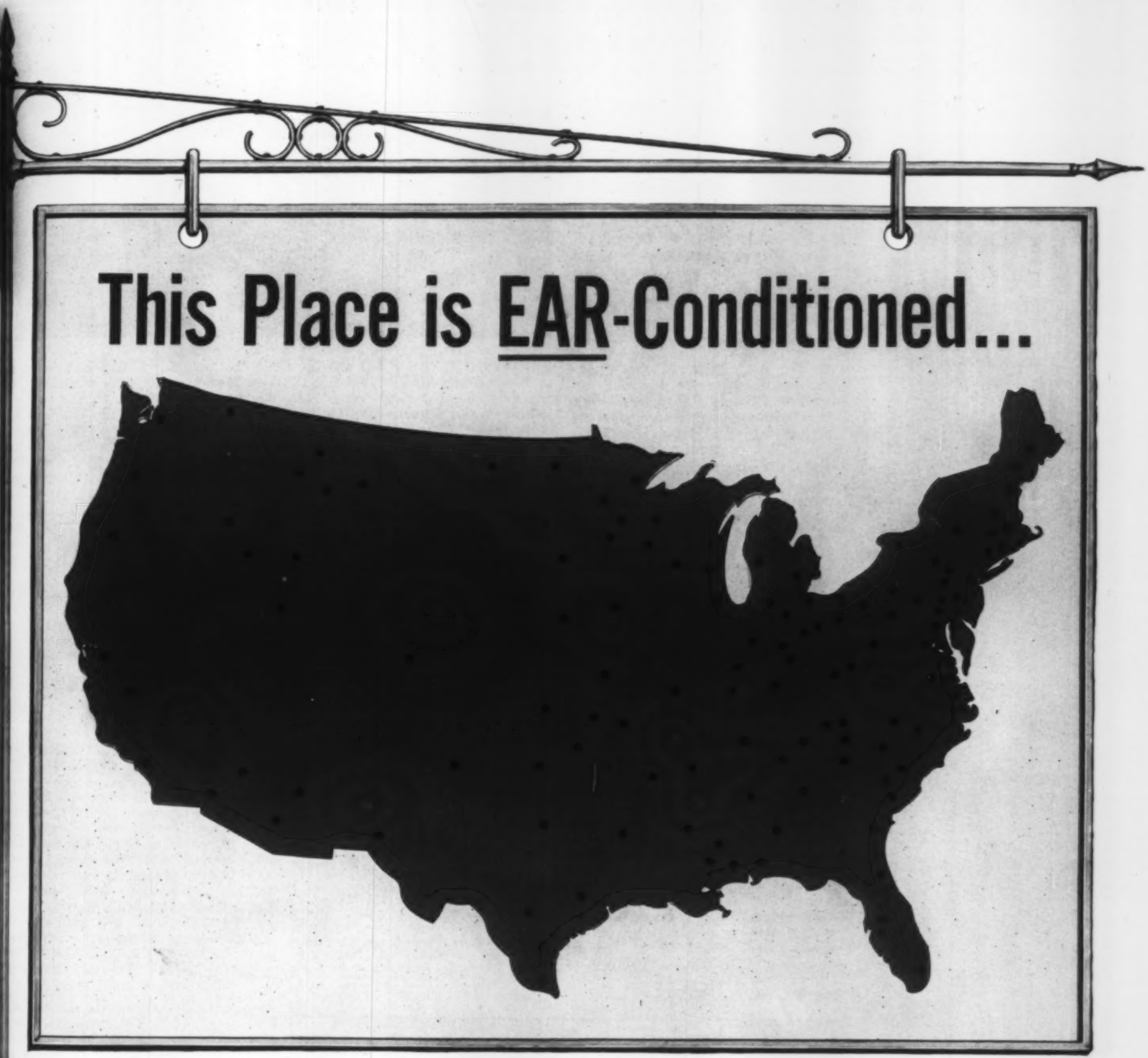
COMPAGNIE PARISIENNE Inc., San Antonio (perfumes) has added 20 stations to its current schedule. Five-minute programs are being used daily. Agency is Northwest Radio Adv. Co., Seattle. The station list: WAIT WAAF WH KMA KHQ KQW KXA KIR KINY WOV WPEN WCAR WPI KMPC KJBS KXL KVI KSF KSL CKLW.

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives


This Place is EAR-Conditioned...

TODAY, thanks to the calibre of the programs broadcast by America's radio networks day after day for 15 years, the people of the United States are firmly united in their enjoyment of one of the greatest of all man-made miracles.

It might easily have been otherwise...

It *would* have been otherwise — except for the broadcasting industry's constant emphasis on the quality of entertainment, of transmission, of overall coverage.

Naturally, then, in marking our 15th anniversary, it is a matter of special pride to us that radio in general has adhered so closely to the high standards of those who founded the first national network, NBC Red... the network most people still listen to *most!*

NBC
Red
NETWORK

The Network MOST People Listen to MOST
NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

WBBM
50,000 WATTS
CHICAGO
CBS

WRIGLEY REVISING TWO NET PROGRAMS

WM. WRIGLEY JR. Co., Chicago (gum), is planning changes in two of its CBS programs shortly after the first of the year. *Dear Mom* (Spearmint), now in the 6:55-7:15 p. m. period on Sundays immediately following Gene Autrey's *Melody Ranch* (Doublemint), will be expanded to a half-hour and shifted to Thursdays, but the time has not been cleared as yet.

Gene Autry's program now at 6:30-6:55 p. m. will occupy the entire 45 minutes from 6:30-7:15 p. m. and plans, as yet incomplete, are under way to present during that period a 20-minute dramatic service program in cooperation with the War Dept. In the meantime, *Scattergood Baines* was resumed on CBS on Dec. 1, replacing Ben Bernie's *Just Entertainment* Monday through Friday at 5:45-6 p. m. for Spearmint.

Bobby Brown, formerly program director of WBBM, Chicago, is supervisor of Wrigley programs, Ray Wilson, formerly script writer of WBBM, has joined the Wrigley Co., and will continue to write the *Dear Mom* program. Arthur Meyerhoff & Co., Chicago, is agency for Spearmint; J. Walter Thompson Co., Chicago, for Doublemint.

Amateur Handbook

CONTINUING its long record of comprehensive and authoritative coverage of its field, *The Radio Amateur's Handbook* for 1942, 19th edition, has recently been issued. Governed by defense needs, the general plan of the book has been revised to meet the growing need for a simple and nonmathematical text on the theory, design and operation of radio communication equipment. Published by the American Radio Relay League, Inc., West Hartford, Conn., the handbook consists of 552 pages including an 8-page topical index and 96-page catalog section of amateur equipment. Price, paper bound, $1 in continental U. S. A., $1.50 elsewhere; buckram bound, $2.50. Spanish edition, $1.50.

FROSTED EARS AND CAKE were the fare for Craig Lawrence, commercial manager of KSO-KRNT, Des Moines, and Tom Flanagan, Katz Agency, Kansas City, when they were marooned in a recent snowstorm while on the way to Des Moines. Finally arriving at the station's offices (Lawrence's birthday) they were greeted by members of the staff with a cake decorated with broken-down automobiles, the farmer's daughter and a tractor. In the cake-giving ceremonies are (l to r) Bob Dillon, salesman; Craig Lawrence, Tom Flanagan; Jessie Axmear and Dorothy Miller, secretaries.

New MBS Series

AS DEVELOPED at the semi-annual meeting Nov. 11 of MBS program directors, the network on Dec. 1 is starting its daytime variety program under the title *Mutual Goes Calling*, to be heard four times weekly 3-3:30 p.m. from various parts of the country. All programs will center from WHK-WCLE, Mutual Cleveland stations, with special features and talent picked up from other network affiliates. First show features Willard's orchestra from Cleveland, Henny Youngman from WIP, Philadelphia, and Ilomay Bailey, Lee Sims, pianist and Dave Apollon, mandolin player, from WFBR, Baltimore.

OFFICIALLY recognized by the Brazilian Govt. to publicize the music of the country, Olga Cuelho, Brazilian soprano who specializes in international folk songs and accompanies herself on the guitar, will start a series Dec. 5 of quarter-hour evening concerts on CBS, to be heard Fridays and Saturdays.

Two Newspaper Cases 'Placed in Pending File

TWO ADDITIONAL applications of newspaper stations were relegated to the ever-growing "pending file" last week by the FCC under Order 79, pertaining to newspaper ownership.

Application of KWLK, Longview, Wash., for transfer of the station from the estate of Ray McClung to C. O. Chatterton and John M. McClelland Jr. was placed in the pending file because of the purported newspaper ownership issue. Both the McClung and Chatterton groups had former newspaper connections.

Similarly, the FCC sent to the pending file the application of United Broadcasting Co., Cleveland, operating WHK and WCLE in that city, for a new FM station. The stations are owned by the *Cleveland Plain-Dealer* interests.

BLOCK OF THREE script shows, formerly heard on Mutual 1:15-2 p.m. Monday through Saturday, on Dec. 8 will shift schedule to five times weekly. Program *I'll Find My Way*, formerly broadcast from WGR, Buffalo, 1:45-2 p.m. will move to 1-1:15 p.m.; *Helen Holden, Government Girl*, continues 1:15-1:30 p.m. from WOL, Washington, as does *Front Page Farrell*, sponsored on MBS by the Anacin Co., Jersey City, 1:30-1:45 p.m.

KINY
"The Friendly Voice of the Capital"
98% of Alaska-used products come from the States! KINY can develop this market for you.
Executive Offices
Am. Bldg., Seattle, Wash.
1000 WATTS · 5000 WATTS UNDER CONST.
Juneau · Alaska
JOSEPH HERSHEY McGILLVRA
NATIONAL REPRESENTATIVES

WBNX NEW YORK
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.
5000 WATTS Directional
OVER METROPOLITAN NEW YORK

Purely PROGRAMS

LOCAL NEWS gets the big breaks on *Michigan Newsreel,* five-weekly news roundup of WJBK, Detroit. Dug up and written by a local reporter, news on the program comes to listeners at 7 p.m. Monday through Friday, two hours after the deadline of both local afternoon papers and shortly before the first editions of the morning paper hit the street. War news is played down, eliminated if necessary, to emphasize local happenings, on which several scoops have been claimed.

DOMESTIC SCIENCE prodigy, Barbara Jenkins, 11-year-old, newest addition to *Budget Brigade,* women's show at KLZ, Denver, has been conducting cooking school demonstrations throughout the country since she was barely past three, cooking for governors, movie stars and radio celebrities. She appeared on Ripley's "Believe It or Not" and other big shows and is now featured in her "kitchen answer" on Saturday mornings over the Denver outlet.

* * *

Book Swap

THE Voice of the Bard of Avon (theoretically) is heard on KFRC, San Francisco in the new weekly series, *Book Exchange.* Persons who have books they have read and want to exchange them for books they haven't read obtain free membership cards from the dealers of the sponsors products, Clara-Cal Dairy. They telephone their desires to the Book Exchange. Bill Shakespeare, who presides over the broadcasts, sees that his listeners' desires are granted.

RESULTS?

2033 one dollar sales from 11 states. Cost to our advertiser 15c apiece. What's more, we get such results . . . REGULARLY.

WIBW The Voice of Kansas in TOPEKA

Menus Dramatized

FEATURING HEALTH and economy as new wartime motto for Canadian cooks, the Canadian Broadcasting Corp. women's talks department is bringing nutrition out of the text books into the kitchens of Canada through twice monthly Wednesday talks on the CBC network. The talks are presented in the form of a play, *Food for Victory,* giving planned menus and passing on culinary and scientific facts for housewives who are finding it harder and harder to keep their household accounts out of the red.

* * *

Catholic Series

COOPERATING with the Catholic Students Mission Crusade from Catholic schools of the Midwest, WLWO, Cincinnati, Crosley international shortwave station and affiliated stations of the Cadena Radio Inter-Americana will inaugurate a series of special programs Dec. 11 directed to Latin-American audiences on a short wave frequency of 15,250 kc. First broadcast of the series, *Programa de la Juventud Catolica,* will feature the orchestral and choral music of Mount St. Joseph-on-the-Ohio.

* * *

Finders of Facts

INFORMATION hunting game, *Fact Finders,* in which the radio audience participates, is a weekly event on KFRC, San Francisco. Hale Sparks, of the U of California, is the fact detective. He invites questions from listeners and answers them on the air—describing the process by which he found the material, naming the books, periodicals, or other reference sources from which the information is taken.

* * *

Soldier Songs

WAR SONGS—both the kind written for soldiers as well as the kind soldiers really sing—are played on the weekly half-hour *Songs for Marching Men* program on WOR, New York, featuring Bob Stanley's Orchestra and Evan Evans as soloist and m.c.

WSGN 610 W

Tops on the Dial

Covers Alabama Better Than Any Other Station

Tops in Value!

Costs less per 100,000 Listeners

National Representatives HEADLEY-REED CO.

BIRMINGHAM, ALABAMA

For Latin Nations

FOLLOWING a format similar to that heard last year, *The Americas Speak,* an 18-week series of half-hour programs designed to promote better understanding among the countries of the Western Hemisphere, will return to MBS Jan. 4, 1942. Presented in cooperation with Rotary International, service club organization, the programs will feature government officials and artists from 18 South and Central American nations and U. S. territorial possessions, with dramatizations of historical events from WGN, Mutual's Chicago outlet. The series also will be heard on CBC and via shortwave on WRUL, Boston, WGEA-WGEO, Schenectady, and KGEI, San Francisco.

Zenith Tip

PAMPHLET titled "How to Plan an FM Station" by W. R. David of General Electric's radio and television department in Schenectady, reprinted from *FM Magazine,* is being distributed to the FM radio industry by Zenith Radio Corp. with its *FM Progress* bulletin. Mr. David's article outlines the requirements and cost of installing and operating an FM broadcasting studio with 1,000-watt transmitter.

* * *

Lotta's Contest

LOTTA NOYES, "siren of the switchboard" of KGO, San Francisco, conducted a contest over the air with the winner awarded a $25 Defense Bond and runners-up given theatre tickets. Listeners were asked to complete in 50 words or less "I listen to Lotta because . . ."

The Whole Team!

Have you heard about Terry, the Triple-Threat Terror? He's the lad who gets all the attention! Down here in the Roanoke-Southwest Virginia market, WDBJ is the *station* that gets all the attention (well, *nearly* all!). You see, we make it a point to give our listeners what they want to hear . . . we bring them the best of CBS . . . and we're the *only* station reaching *all* of the 798,000 people in our primary area! Incidentally, these people have money to spend—an estimated effective buying income exceeding $285,000,000! When do we start hitting the line for you?

WDBJ ROANOKE, VIRGINIA

FREE & PETERS, INC. Exclusive National Representatives

Owned and Operated by the TIMES-WORLD CORP.

CBS Affiliate—5000 Watts Full Time—960 Kc.

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER
in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

5,000 Watts Day
1,000 Watts Night
WMC
NBC RED NETWORK
MEMPHIS, TENN.
THE Billion Dollar MARKET
★
Represented Nationally by
THE BRANHAM CO.
★
Owned and Operated by
The COMMERCIAL APPEAL
★
MEMBER OF SOUTH CENTRAL QUALITY NETWORK
WMC—Memphis WJDX—Jackson, Miss.
KARK—Little Rock WSMB—New Orleans
KWKH-KTBS—Shreveport

U.P.
THE MARK
OF ACCURACY,
SPEED AND
INDEPENDENCE
IN WORLD WIDE
NEWS COVERAGE
United Press

CRYSTALS by
HIPOWER
The Hipower Crystal Company, one of America's oldest and largest manufacturers of precision crystal units, is able to offer the broadcaster and manufacturer attractive prices because of their large production and the exclusive Hipower grinding process. Whatever your crystal need may be, Hipower can supply it. Write today for full information
HIPOWER CRYSTAL CO.
Sales Division—205 W. Wacker Drive, Chicago
Factory—2035 Charleston Street, Chicago, Ill.

SOUND TRANSMITTED by a light beam featured the Nov. 30 inauguration of W71NY, WOR, New York, FM adjunct. Top picture shows the beacon transmitter and receiver atop the WOR studios at 1440 Broadway. The transmitter was aimed at a photoelectric cell alongside the FM transmitter at 444 Madison Ave. The station's executives (bottom) left to right, Charles Singer, supervisor; J. R. Poppele, chief engineer, and Charles Godwin, manager.

Light Beam Used to Transmit Carrier As WOR Dedicates New FM Station

For First FM Network Sponsors See Page 57

OFFICIAL OPENING of the new transmitter of W71NY, FM station owned by New York, was held Nov. 30 at the station's headquarters at 444 Madison Ave., with the first salute to W71NY broadcast at 7:30 p.m. on a network of FM stations by an orchestra from W65H, Hartford.

Dance music by name bands was presented from W71NY between 8 and 8:45 p.m., followed by a "beam-of-light" program relay between the studios and the transmitter, the signals being conveyed on an invisible beacon. Army and Navy communications officers observed the test [BROADCASTING, Nov. 24].

Musical History

Theodore C. Streibert, vice-president and general manager of WOR, formally dedicated the new FM adjunct in a brief talk. J. R. Poppele, chief engineer, and Dave Driscoll director of special features and news of WOR, described the station's equipment and its range.

Between 9 and 9:30 p.m., Russell Bennett, conductor of WOR's *Notebook* series, gave a musical chronology of broadcasting's development. Two Boston FM stations—W43B and W39B—saluted W71NY's new 10 kw transmitter 9:30-10 p.m., and music filled the rest of the evening's program until sign-off at 11:30 p.m. Other FM stations in addition to those mentioned linked to the opening ceremonies were W2XMN, Alpine, N. J.; W53PH, Philadelphia, and W47A, Schenectady.

The beacon transmitter and receiver used for the beam of light signal relay were developed by Western Union Telegraph Co., working with the WOR and W71NY technical staff. Both speech and music were included. The beam boasts secrecy and noninterference qualities.

Located atop the WOR studios, the beam was aimed by telescopic sight at a photoelectric cell alongside the W71NY transmitter—some 4,000 feet. Functioning somewhat like the sound track in talking films, the beam carries signal impulses by light vibrations introduced by a mechanical shutter at the transmitter source.

There is no permanent record of the light undulations, however. The cell at the receiving end reconverts the light into audio frequency for feeding into the speech input panel of W71NY for retransmission to FM listeners within a 52-mile radius of the Madison Ave. antenna.

Coincident with the dedication, the *New York Herald-Tribune* published a special FM supplement in its Sunday edition. The supplement included articles, photographs and news stories about FM in general and W71NY in particular, along with advertising by FM receiver manufacturers. Plan for the supplement was initiated by Ben Gross, head of Gross Distributors Inc., New York and New England representatives of Stromberg-Carlson receivers.

Ohio's First FM

OHIO'S first commercial FM service was inaugurated in November when W45CM adjunct of WBNS made its debut in Columbus. The station is licensed to broadcast with a power of 60,000 watts with a coverage of 12,400 square miles. The station has been on the air experimentally for over a year-and-a-half with the call letters W8XVH. Its new schedule provides FM service daily from 12 noon until midnight with music and news the predominant programs. Arrangements have been completed to broadcast the entire series of concerts of the newly-formed Columbus Philharmonic Symphony. Fifteen hundred FM sets have been sold in W45CM's coverage area.

Threat to Hats

ATOP the tower of CBS new FM station, W67C, Chicago, 621 feet above street level, "hold on to your hats" is an imperative precaution. For there, the Windy City wind often rages at 50 mph. And up there on the transmitter, now operating six hours daily under a special FCC commercial authorization, the heedless are often hatless.

Vick Names Serial

VICK CHEMICAL Co., New York, has selected *The Nichols—Family of Five* as the winning title in a $5,000 contest to name its Sunday, 5:30-6 p. m. show of 74 NBC-Red stations which has been temporarily called *Living Diary* since the program's inception, Oct. 5 [BROADCASTING, Sept. 29]. Changeover was made with the broadcast of Nov. 30 at which time the writing assignment was assumed by Martin Gosch and Howard Harris. Richard Nicholls, radio director of Morse International, New York agency handling the account, continues as director. Winner of the contest was Mrs. Sarah S. Farmer, of Marietta, Ga.

Radio Periodical

DEVOTED to Pan American broadcast problems, a new monthly magazine, *Pan American Radio*, made its bow last week with publication of the December edition. Published and edited by Herbert Rosen, the slick-paper magazine carries articles in three languages —English, Spanish and Portuguese. *Pan American Radio* is edited at 45 West 45th St., New York.

DAVE PRICE, London, Ont., has joined the sales staff of CKGB, Timmins, Ont.

FINAL CHECK-UP on the 298- 50-kw tube at the new transmitt of WHN, New York, was made b Grover William Wizeman, WH engineer, before the station beg fulltime operation Nov. 28 with i increased power. Tube cost $1,6 and is kept cool by a constant flo of 150 gallons of distilled water.

CONGRATULATIONS TO PHILADELPHIA'S FIRST COMMERCIAL FM STATION . . . W53PH (WFIL)

Radio Engineering Laboratories is pleased to add W53PH (WFIL) to its expanding list of commercial FM broadcasters who are using REL transmitters which feature the Armstrong Phase Shift Method. REL extends its best wishes to the management of W53PH and WFIL for future success in the field of frequency modulation.

Other leading broadcasting stations with REL FM transmitters now operating with commercial licenses are:

MT. WASHINGTON, MASS.	(Yankee Network)	(W39B)	10,000 watts
DETROIT, MICH.	(WWJ)	(W45D)	50,000 watts
ROCHESTER, N. Y.	(Stromberg-Carlson)	(W55R)	3,000 watts
MILWAUKEE, WIS.	(WTMJ)	(W55M)	*3,000 watts (*Now installing 50,000 watts)
PAXTON, MASS.	(Yankee Network)	(W43B)	50,000 watts
COLUMBUS, OHIO	(WBNS)	(W45CM)	10,000 watts
PHILADELPHIA, PA.	(WFIL)	(W53PH)	*1,000 watts (*Now installing 10,000 watts)
ALPINE, N. J.	(Major E. H. Armstrong)	(W2XMN)	50,000 watts experimental
NEW YORK CITY	(WQXR)	(W2XQR)	*1,000 watts experimental (*Now installing 10,000 watts)
ROCHESTER, N. Y.	(WHEC)	(W8XAD)	3,000 watts experimental
YONKERS, N. Y.	(C. R. Runyon, Jr.)	(W2XAG)	experimental

In addition, Zenith Radio Corp., Chicago, Jansky & Bailey, Washington, and the Cleveland Board of Education have installed REL Modulators in their FM stations.

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.

It is not the amount of noise you make that counts in radio. It's what you say and how well you put it over that matters.

There are more powerful stations than CHNS in Canada but none with better equipment.

For Rates: Apply Station Director
CHNS • Lord Nelson Hotel
Halifax, Nova Scotia
or
Joe Weed, New York City

WGNY
1000 WATTS
NEWBURGH, N. Y.

SALES THRU THE AIR WITH THE GREATEST OF THESE......

NEWS EVERY HOUR ON THE HOUR

Latest United Press wire news plus local news from 3 cities.

ASCAP and BMI MUSIC

Good music has built a huge listening audience for WGNY. All the music that's good to hear is heard over WGNY.

LOCAL PEOPLE — LOCAL PROGRAMS

More local people participate on WGNY programs than on any other station in the valley. WGNY represents the whole Hudson Valley area . . . from Nyack to Hudson.

WGNY
REPRESENTED BY
HEADLEY-REED CO.

Los Angeles FM To Howard Hughes

Sixth Outlet for the Area Is Granted by the FCC

LOS ANGELES' sixth commercial FM station was authorized last Tuesday when the FCC issued a construction permit for high-frequency facilities in the California metropolis to Hughes Productions, Division of Hughes Tool Co. Permitee, owned by Howard Hughes, millionaire sportsman-flyer-movie director, is also holder of a construction permit for the K45SF, commercial FM station to be located in San Mateo County, Cal., to serve San Francisco.

The Los Angeles grant specified use of the 44.9 mc. channel to serve an area of 7,000 square miles with operation 12 hours day and six night.

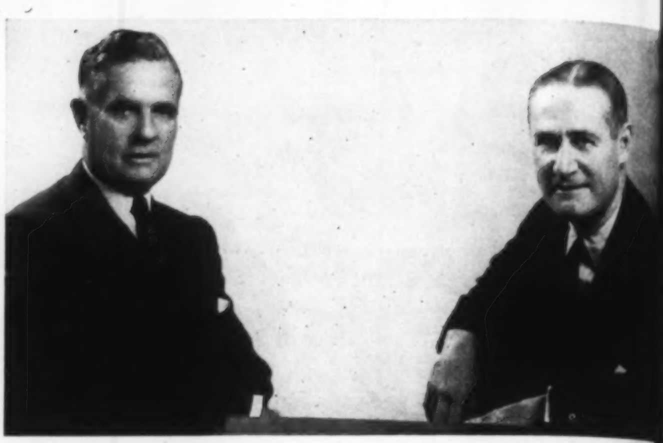
Others in Area

The other five FM stations in Los Angeles are: Don Lee Broadcasting System's K45LA, already on the air commercially under a special authorization of the Commission; Metro-Goldwyn-Mayer's K61LA, under construction; Standard Broadcasting Co.'s K43LA, under construction; K37LA of Earle C. Anthony Inc., under construction; and the CBS K31LA, Hollywood, also under construction. Grant brings the total number of commercial FM authorizations to 61.

The FCC simultaneously last week relegated the application of the United Broadcasting Co. for commercial FM facilities in Cleveland to the pending files under Order No. 79.

Radio Educators Meet

RADIO EDUCATION on national defense and inter-American relations will highlight the Fifth Annual School Broadcast Conference to be held this week, Dec. 3-5, at the Congress Hotel, Chicago. Gen. Frederick Osborn, chief of U. S. Army Morale Division, and Edward Tomlinson, NBC Inter-Continental Advisor will address the 1500 radio educators expected to attend. Concurrently with the Conference meetings there will be an NAB Regional national defense meeting, and a meeting of U. S. Army public relations officers.



DECIDING TO ESTABLISH a radio bulletin service on WMCA, Ne York, on the hour every hour, Arthur Hays Sulzberger, publisher of Th *New York Times*, right, discusses the deal with Edward J. Noble, owne of WMCA. The first news broadcasting ever undertaken by *The Tim* starts Dec. 1 [BROADCASTING, Nov. 24].

Alcott Returns

CARROLL D. ALCOTT, well-known news correspondent in China for the last 13 years, has returned to the United States and on Dec. 8 is to join the news staff of WLW, Cincinnati. In the Orient he has covered three wars, as editor of the *Shanghai Post* and *Mercury*, assistant editor of *China Press*, and as an Associated Press correspondent. He has done considerable newscommenting on Shanghai's KMHA during the current Sino-Japanese war. As WLW's Far Eastern authority, Alcott will report and interpret Asiatic events daily at 8:15 a.m. on WLW, with a special 11:15 p.m. Sunday program.

NBC Group Sessions

TEMPORARY dates arranged for the first meetings of the permanent NBC-Red and Blue network stations planning and advisory committees have been announced for Jan. 6, 1942, for the Red and Jan. 7 for the Blue, both in New York. Runoffs are still being held in three Red districts and four Blue districts following the first election results of the permanent committees last week [BROADCASTING, Nov. 24].

Video Censorship

NEW YORK television set owners were given a first-hand view of military censorship in action last Tuesday evening as they watched Richard Hubbell, news commentator on WCBW, CBS video station in New York, interview Coxswain Gerald DeLisle, suvivor of the *Reuben James*. Going to a map, Hubbell asked where the torpedoing took place, stating his understanding that it was about 350 miles southwest of Iceland. Ensign Philip McHugh of the Naval Public Relations Office in New York, cut in with "We can't talk about where it happened." There had been no opportunity for a script to be prepared in advance for the Navy's approval.

FCC Staff to Inspec RCA Video Progres

TO VIEW new developments i visual broadcasting, particularly color television process perfect by RCA, FCC members and st representatives will make a one-d tour Dec. 1 of video facilities New York Monday. The tour w announced by FCC Chairma James Lawrence Fly at his wee ly press conference last Monda

Chairman Fly indicated the to was scheduled following receipt a letter in mid-November from D C. B. Jolliffe, former FCC chi engineer, head of the RCA fr quency bureau, announcing develo ment of a color television proc and inviting the Commission attend a demonstration.

Colgate Shows Intere In 'Junior Miss' Stori

SPONSOR reported interested l week in the evening half-hour ries *Junior Miss*, based on stories in the *New Yorker* ma zine by Sally Benson and Broadway play of the same na is Colgate-Palmolive-Peet Co., J sey City. Although no verificat of the rumor could be obtained, was understood Colgate wo sponsor the series for Palmol soap, handled by Ward Wheel Co., Philadelphia, on one of major networks.

Earlier last week, it was ported that Lever Bros. Co., Ca bridge, Mass., also was interes in sponsoring the series in view the current deal Lever has with Max Gordon office, producer of stage play "Junior Miss", where the script of the play calls for plug for Lux soap. J. Walt Thompson Co., New York, L agency, stated that Lever Br had no interest in the radio p gram of the same name. Produ tion agency for the radio series Ed Wolf Associates, New Yo

GENERAL FOODS Corp., N York, last week renewed Eddie Do ing as m.c. of *We, the People* for other 13 weeks. Young & Rubic New York, handles the account.

WBNS GETS RESULTS!
EVERY WISE BIRD KNOWS THAT!
COLUMBUS
Ask any Blair man or us!
CENTRAL OHIO'S ONLY CBS OUTLET

etter Situation een in Priorities

pplies for Communications anches Receive Study

DICATING better treatment of rity problems of the communi- s industry by one means or er, definite progress was re- d last week in bringing to a projected plans to remedy rious material supply situa- for all branches of communi- ns.

addition to developments on positive side looking toward au- ation of broad advisory and mmendatory powers in the De- se Communications Board by Office of Production Manage- nt, it also was indicated last ek that serious thought is being en within OPM to the possibility establishing a Communications dustrial Section under the Civil- Supply Division of OPM.

Cooperative Plan

Although plans for procedure d operation of the projected DCB ction in the priorities-allocation ture have not been finally ap- ved, the subject has been stud- for several weeks by both OPM d DCB officials, and there is no son to believe the proposed co- rative plan may go into effect in near future. It is understood t priorities matters, under the ojected setup, will be handled on liaison basis, between OPM and DCB organization, and that ch operation would not necessi- te any appropriation for a large ff, at least for the present.

Development of the OPM-DCB eration plan has drawn heavy pport among representatives of various segments of the operat- g communications industry. Sev- l advantages over the prevail- g situation have been noted by ervers, with additional empha- falling on the idea in view of PM's recently announced inten- n to switch from a "priority" to "allocation" basis in dealing th material supplies and short- es [BROADCASTING, Nov. 3, 10, , 24].

Definite advantages are seen in y plan, such as the one proposed, der which industry experts uld have an authoritative voice recommending and advising on relative needs of such services broadcasting, telephone and tele- aph, and related operations. re efficient treatment of the sup- y problems also is looked for in y plan under which OPM pri- ity specialists would work on a ltime basis on communication nderations.

Another development pointing ard more satsifactory handling communications priorities prob- s lay in the proposal, ostensibly the "talk" stage, to group all unications matters in OPM er a separate Communications strial Section which would be set up as a clearing-house in the OPM Division of Civilian Supply.

At present, telephone and telegraph priorities matters clear through the Power & Communications Branch of the Materials Division of OPM, while broadcasting equipment, for instance, clears through the Electrical Appliances & Consumers' Durable Goods Branch of the Division of Civilian Supply. It is thought the blanketing of all communications considerations under a single section would greatly aid in coordinating the supply-and-demand picture.

Blanket Ratings

Meantime, Donald M. Nelson, OPM Director of Priorities, is expected to formally approve the new "production requirements plan" under which manufacturers—among them communications manufacturing companies—may obtain new limited blanket priority ratings on their material requirements for the first quarter of 1942, based on projected production.

The new plan, regarded as representative of the changeover from the present priority application procedure to allocations, is looked upon to simplify the complicated priorities process. It is slated to become effective Jan. 1, 1942.

With the DCB organization limited to advice and recommendation, OPM would remain as the operating agency, handling the detail work of final approval of priority ratings or allocations of material, under the proposed OPM-DCB operation.

It has been emphasized that OPM must retain full responsibility for priorities for communications, although it may legitimately secure valuable expert advice from DCB or the DCB Priorities Liaison Committee, with its corollary "priorities representatives" representing the industry proper. Confined to this advisory role, DCB consultants nonetheless are expected to work actively with OPM specialists and divisions.

EVERSHARP DOUBLES BY RADIO

High-Priced Line of Pens and Pencils Enjoys Quick Boom Because of Broadcasts

FACED with the problem more than a year ago of selling its high-priced pens and pencils in a field crowded with manufacturers selling products at much lower costs, Eversharp Inc., Chicago, turned to radio, and last week reported a 100% sales increase or more than double its retail business before it used a weekly program on CBS.

Sponsorship of *Take It or Leave It* was the foundation of Eversharp's national advertising campaign in the spring of 1940, shortly after it had appointed the Biow Co., New York, to handle its advertising. The story of that campaign and its excellent results are told in a booklet published last week by CBS titled *Take It Or Leave It—at $8.75.*

The prochure is illustrated by John Groth, who used an Eversharp pen and pencil for his drawings.

Everybody

According to Martin L. Straus, president of Eversharp, in a letter to CBS reproduced in the 24-page brochure, "Radio alone has enabled us to reach housewives and college students; factory workers and businessmen; farmers and city folk—for practically everybody listens." This "practically everybody" is a good round figure too, as the audience for *Take It Or Leave It* is estimated at 25,000,000, while, according to C. E. Hooper's most recent report, the programs has a higher degree of sponsor identification than any other half-hour evening show.

Station line-up for the program when it started on CBS April 21, 1940, was 27, where it remained until September of that year when it was moved to 50, 54, 60 and finally to the present total of 74 CBS stations from coast-to-coast. At the same time Bob Hawk, m.c. of the show, and the rest of the troupe decided not to stick to one city but to follow a circuit of origination points.

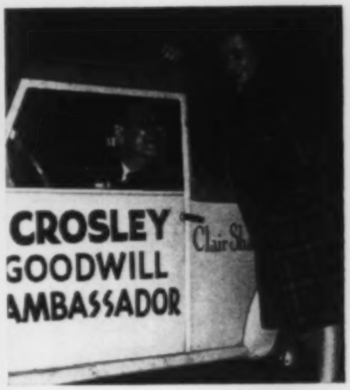
The response among distributors, retailers and consumers as the show moves from city to city shows the success of the idea. In New Orleans, for instance, Eversharp reports that CBS received 65,000 requests for studio tickets to a one-night stand. Dealer outlets for Eversharp's products have trebled, the brochure states, during the cycle of the broadcasts, with dealers expanding their inventories to include the entire Eversharp line instead of just one or two items. Display of the products was year-round due to "radio stimulation", and department stores have even staged sample broadcasts.

Seasons Switched

The seasonal angle of giving the higher-priced pens and pencils for Christmas or Commencement gifts was blanketed over with "around-the-calendar" sales — "Commencement in August and Christmas in July", according to Eversharp's 1941 sales figures. Contra-seasonally, radio lifted sales in the first half of 1941 well over the last six months of 1940.

The company plans "to continue our nationwide campaign over CBS as the foundation of our entire advertising program," and as Mr. Straus declared "We have never known any promotion to match the excitement our program on CBS has created."

WESTERN Region of Radio Writers Guild has negotiated a new two-year contract with CBS for staff writers of KNX, Hollywood. Agreement calls for a 10% wage increase for all writers, retroactive to Oct. 12. New minimum for senior writers has been set at $55 per week, with juniors receiving $33.



IN THIS CROSLEY car Clair Shadwell, program director of WSAI, Cincinnati, made a 950-mile tour of the South, getting as far as St. Petersburg. The lady, a night club singer, "was drafted to appear in this picture with Shad merely for decoration", according to WSAI.

WDZ, Tuscola, Off Air Five Days From Dispute

FIVE-DAY strike at WDZ, Tuscola, Ill., by Associated Broadcast Technicians unit, of IBEW, forcing the station off the air during the period, was settled last Wednesday at 3:15 p.m. when the five technicians employed by the station returned to work after having been out since the preceding Friday. Six-month agreement signed by Clair Hull, WDZ manager, and Freeman Hurd, ABTU field representative, climaxing the longest strike in ABTU history, provides for a compromise wage scale and closed shop.

Negotiations had been going on for two months. According to Mr. Hull, on the morning of Nov. 21 the technicians presented to the station a contract and stated if it were not signed by 1 p.m. they did not care to work after that time.

The station had offered to arbitrate or go into a conference pledged to sign an agreement. The new wage scale is one of the highest for a daytime operated station in a town of 2,800, it was declared.

Arthur Tracy Back

EX-LAX Inc., Brooklyn, on Jan. 5 will start Arthur Tracy, The Street Singer, on 23 NBC-Blue stations, Monday, Wednesday and Friday, 4-4:15 p.m. for 52 weeks. Tracy's last network contract was five years ago. He has been living in England. Agency is Joseph Katz Co., New York.

St. John To London

ROBERT ST. JOHN, former AP war correspondent, who has been broadcasting a nightly newscast on WEAF, New York, sponsored by Peter Paul Inc., has been named a member of NBC's London staff. A revision of the London setup is now being worked out, NBC reports, with St. John expected to take over most of the broadcasting from that city, freeing Fred Bate, chief of NBC's London office, for other duties.

POWER!
—WHERE POWER COUNTS MOST

NASHVILLE
THE GREAT TENNESSEE VALLEY

WLAC
NASHVILLE, TENN.
soon going to
50,000 WATTS

REPRESENTED BY
PAUL H. RAYMER CO.
J. T. WARD, Owner
F. C. SOWELL, Manager

Filene's Discovers That Radio Is Bes

Devises Technique for Department Store Broadcasts

(*Continued from page 11*)

of WTAG placed behind the production of a master recording to be processed and pressed by World Broadcasting System.

William T. Cavanaugh, program director for WTAG, who was responsible for the excellent production of our previous programs, set about to produce a show of network calibre. Bob Pooley and his NBC orchestra arranged musical background. Hours of rehearsal—microphones balanced; cast, sound and orchestra in position; sound engineer alert; program director in control room—the red light flashes on! The needle bites into the revolving acetate disc, a thin black ribbon curling in it's wake, immortalizing the *Story of Barbara Lee*. An hour later the precious disc speeds to World Broadcasting, and 48 hours later on via air mail to great stores across the land.

Although the *Barbara Lee* record was designed merely to dramatize Barbara Lee Silk Stockings and although Barbara Lee Silk Stockings along with all other silk stockings were clearly on the wane at a constantly accelerating pace due to Nylon—this experiment was watched with great interest for it represented the first attempt of AMC stores at cooperative, group radio advertising.

But this experiment was not to be. Station after station, affiliated with the big networks, turned it down. It did not conform to the code. It was too commercial. True, some of the smaller stations carried it, but WTAG was the only station of the large networks to carry the *Barbara Lee* broadcast.

And again Filene's Worcester had the number one showing among all AMC stores with sales volume running ahead of the preceding year compared with an average decline of 25 to 30%. With Nylon controlling a third of the potential market, we actually sold more pairs of silk stockings than the year previous. Again radio was the one new element in the test tube, and appeared to hold the answer to these outstanding figures.

Appeal to NAB

In the belief that radio programs of the Barbara Lee type could sell merchandise in quantity, hold the interest of the radio audience, and open the door to a share in the millions spent annually for department store advertising, now so closely held by the newspapers, Edward E. Hill, managing director of WTAG and George H. Jaspert, his commercial manager, decided to appeal this matter to the Code Committee of the National Assn. of Broadcasters. With this in view, they took *Britain Delivers the Goods* and *Barbara Lee* to the NAB convention meeting in St. Louis, May 1941.

In the early days of radio, commercial copy crowded the air to such a degree that a high percentage of the radio audience of any one station was lost as t listeners tuned it out and dialed f entertainment. To regulate pro erly the amount of commerci copy, and so conserve the rad audience, was one of the purpos for organizing the Code Commi tee of the NAB.

Drawing on past experience, t natural tendency of the broadca er was to turn down the *Barba Lee* type of program as too co mercial without realizing that technique had been develop whereby the commercial was so i terwoven with the story as to s tain the interest. Departme stores have always had a proble using radio because of fast tur over and the great variety of th stocks and radio has always b a problem selling departme stores.

Consequently, radio occupies very minor position in the depa ment store advertising budget a where used is largely institution or of the "spot item" variety. He on the other hand, was a new r dio technique, with a differe angle of approach, dramatizing single item, moving large quan ties of goods at small cost, a selling the store itself.

In throwing out the *Barbara L* program because of code restr tions, radio was eliminating a t of program of great value to t industry. Mr. Hill and Mr. J pert brought this matter to t attention of F. J. Pellegrin, di tor of the Department of Br cast Advertising of the NAB a played back in transcribed f the programs featured.

Pellegrin's Opinion

Since then Mr. Pellegrin contacted the individual mem of the Code Committee, thro it's counsel and secretary, Rus Place, and secured a three p opinion which culminates, "This of course only an unofficial op ion of the Codé Committee but I interpret it, it means that th Filene programs are within limitations of the Code, and co be submitted to other stations a syndicated basis."

So recent is this opinion, that yet it has not been brought bef the publicity directors of the RR This interpretation of the Co will make possible another, and is hoped, more representative periment in cooperative, gro radio promotion on the part of th

Dept. Store Series

AFTER an intensive study of t medium conducted by Harry Ka man Adv. agency, Washington a Baltimore, Lansburgh & Bros., o of Washington's largest depar ment stores has launched a s weekly 15-minute show on WR Washington, featuring Perry Ma tin, pianist and singer, for weeks. Store also has an intensi program of spot announcemen covering special events.

"Since the boss started advertising over WFDF Flint, Michigan with its kilowatt on 910, he's even taking orders from his wife."

P-s-t . . . Try "Inside Pull" and See What Happens to Sales in the Tri-City Rural Area!

BUTTER

THE PERFECTLY BALANCED MARKET

World's Farm Implement Capital, home of the Nation's Greatest Arsenal—an industrial payroll totaling nearly a BILLION DOLLARS annually . . . TOGETHER WITH . . . 52 of the Nation's richest farming counties, now booming with "Food for Defense" production —SERVED BY WHBF!

Yes sir—thousands of farmers in the Tri-City area are busy making money! But you may get very little "spending response" to your selling messages —unless you're using WHBF's "inside pull". In this prosperous 52-county area, the farmers listen regularly to WHBF, the 5000-watt station they can always hear, regardless of weather! Many advertisers who found they were not effectively "in the picture" in this market when they depended on "outside voices" to do their jobs are now using WHBF for results! Let us mail *YOU* the facts about the *cash response* YOU can get with this proven "inside pull"—which means "home town" favorite WHBF!

Howard H. Wilson Co.
National Representatives

WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS
Basic Mutual Network Outlet
FULL TIME 1270 K C
THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND • DAVENPORT • MOLINE

werful group of stores. How- er, during the weeks and months is decision has been pending, ilene's Worcester Store has been sing radio advertising more and ore—over WTAG, and WORC as ell.

A revised repeat of "believe it r not" sold more garments than e preceding fall sale. In fact second revamp this fall, coupled ith normal newspaper space, roke all records and sold more an a thousand men's suits, top- ats, and overcoats at $14.90 in single day—and at an increase price of $1 a garment. Again, repeat of *Britain Delivers the oods*, somewhat emasculated by e deletion of the ASCAP songs d background music, sold men's hirts of imported English broad- loth in quantities.

Fall Me-Do's

Dramatizing our Annual Fall ale of "Me-do's," Filene's self- elp union suits for children, pre- ented a problem in good taste, but e drafted Mother Goose and put r large family in Me-Do Union uits. In jingle and rhyme the arm, dulcet tones of Marcia Rice, vely songstress of WTAG, rooned the delight of Little Miss uffet, Little Jack Horner, the hree Little Pigs, Jack and Jill d many another of Mother oose's prolific family with Me-Do nion Suits—"and there is only e Me-Do—the Filene Me-Do ith the Lastex-Drop-seat."

So convincing were these un- sual testimonials, that it is sup- osed many a Worcesterite of ender years went on a "sit-down" trike until mother rushed down Filene's to purchase Me-Do nion Suits. Be that as it may, e sales results were highly satis- actory.

Lest you get the impression that ur radio ebullitions have an en- irely "off-price" complex, our ost pretentious program to date as one hundred percent institu- ional in character—a 30-minute roadcast March 1941 dramatizing Worcester's Part in National De- ense." Three commentators, arch-of-Time style, against full rchestra background and sound ffects, trace the national and in- ernational events of three history aking years and synchronize orcester's participation as one f the key defense cities of merica.

The story ended, the announcer rites all Worcester and Worcest- r County to see for themselves in ilene's windows exhibits from enty-two Worcester manufac- urers engaged in Defense work—products of the very manufacturers referred to in this broadcast.

CONTINUATION of the Metropolitan Opera broadcasts on NBC-Blue sponsored by The Texas Co. for the second successive season starting Nov. 29 was assured by this contract signed by W. S. S. Rodgers (left), president of the Texas Co. and Niles Trammell, president of NBC.

He concludes "to celebrate the completion of 13 years in Worcester, Filene's pay tribute to Worcester industries, the life-blood of Worcester commerce, by devoting their full front of 15 windows to this impressive display showing "Worcester's Part in National Defense.""

Commendations flowed in. City fathers, Chamber of Commerce, clergy, educators, manufacturers, and the man on the street—all approved. Filene prestige moved ahead.

The Syndicate Idea

The tremendous individual effort necessary to plan, prepare, and stage special radio adaptations of the type heretofore described, will probably hinder their wide use by individual stores unless the industry finds a way of producing a syndicated series which can be adapted to the sale of specific types of merchandise. However, we have also developed a series of daily five-minute programs over WTAG and one-minute programs over WORC which are being handled by one girl in our advertising office assigned to radio script and production.

Our daily five-minute program over WTAG at 8:55 each morning, known as the *Did You Know* program, is a bid for housewifely goodwill and business. The *Did You Know* editor gives news from Filene's on fashion or sales events and her aide, the announcer, gives hints on kitchen shortcuts and household economy, all in rapid-fire dialogue.

Listeners are invited to send in their tips to be read on the air, and in return are mailed a copy of the week's "Did You Know's." Facts from Filene's in the form of "Did You Know" questions afford an opportunity to plug institutional features of the store as well as timely merchandise offerings. Sales results on daily specials offered in this program have been more than satisfactory.

Twice weekly over WORC under the title "Little Known Facts about Well-known Subjects" a 60-second spot at 6:15 right after Edwin C. Hill, catches the listeners' attention with little-known facts regarding shoes in general and then proceeds to eulogize the virtues of Filene's exclusive Styl-Eez shoes in particular.

A typical spot broadcast runs "Did you know that corns and bunions were once considered hereditary? Well, Thomas Beard, New England's first shoemaker, made his first pair of shoes in 1629 in Salem, Massachusetts. These shoes were made low around the ankle and could be worn on either foot. Each shoe sported a large silver buckle. Wearing the shoes on either foot was really the cause of the corns and bunions. But the good New Englanders would soap their heel and toe to get into the shoes, and if a corn or bunion caused a groan or two at night, it was an ancestor and not Thomas Beard. Consequently, corns and bunions were then considered hereditary, or perhaps due to those wicked witches who were 'specially thick in early New England, and who cared little about Godly folks' feet.—But today smart women have eliminated the foot discomfort of our New England ancestors and wear Selby Styl-Eez Shoes. Styled for beauty, built for ease, Styl-Eez Shoes have the added advantages of a proper, built-in support, light-weight steel shank, and soft metatarsal cushion. Selby Styl-Eez shoes, exclusive to Filene's in Worcester, are moderately priced at $6.75."

Another "Little Known Facts" one-minute flash each Friday night spot-lights Filene's exclusive Worsted-Tex Clothing for Men. Following "Do you know why a

PROVEN RESULTS!

Certified Mail Count Shows—

330,570 Radio Homes In Primary Area

INVESTIGATE
WHEB
PORTSMOUTH, N. H.
"The Listening Habit of Central New England"

Nat'l Rep: Joseph Hershey McGillvra—Boston Rep.: Bertha Bannan

KMJ Fresno, California
580 KC
5000 WATTS
THE DOMINANT VOICE OF CENTRAL CALIFORNIA
REPRESENTED NATIONALLY BY PAUL H. RAYMER
McClatchy Broadcasting Co.
KMJ FRESNO, CALIFORNIA
BASIC PACIFIC COAST N.B.C. RED NETWORK

WHEELING
A Fort Industry Market

Pardon Us, Virginia

In our inside cover "VICTORY" ad in the November 17 issue of BROADCASTING, this VICTORY statement was made:

"VICTORY — Record number of loyal listeners in Eastern Ohio, Western Pennsylvania and NORTHWESTERN VIRGINIA"!

A sleepy or ambitious proofreader (we believe the former) overlooked changing "Northwestern Virginia" to Northern West Virginia. No encroachment on the Virginia boys was intended.

But we do stick to and shout from the housetops this indisputable fact—a whale of a lot of loyal listener response from Eastern Ohio, Western Pennsylvania and Northern West Virginia — that's the THRIVING STEEL AND COAL BELT OF THE NATION, you know!

50,000 WATTS SOON!

NBC BLUE

BLAIR *Represents Us!*

A FORT INDUSTRY STATION

5,000 WATTS

WWVA

WHEELING, W. VA.

man's coat buttons on the right side and a woman's on the left?", the announcer explains "in olden times a man would grasp his coat with his left hand and thrust the left side over to the right, thus leaving his right hand free to hold a weapon. A woman would grasp her attire with her right hand and push it over to the left side, thus leaving her left arm free to carry her child.

"So fashion draws its inspiration from the past, but Filene's Men's Store presents the streamlined twentieth century version in their exclusive Worsted-Tex suits at $35 and $40. 'Tex' suits are carefully tailored by the famous house of Worsted-Tex in rich English mixture tweeds, hard finished twists, and sharkskin worsteds. Free alterations. Three months to pay. Worsted-Tex Clothing is exclusive to Filene's Men's Store in Worcester."

The "Little Known Facts" spot-broadcasts have been used to promote the sale of regular-priced branded lines. As a part of a campaign they have been tied in with newspaper advertising. Response must be judged by seasonal rather than immediate returns, and even then how much is radio and how much is newspaper will be debatable; but we do know that the combination newspaper and radio campaigns on both Styl-Eez Shoes for Women and Worsted-Tex Clothes for Men are producing results.

Pioneering in the field of radio advertising which now gets less than 2% of the retail advertising dollar will prove costly in effort but productive in results, but the direct costs can be sharply reduced by subsidy. Forward thinking manufacturers will contribute to the costs of experimentation in a field so potentially productive. In our case one nationally advertised line paid the entire cost of the radio series; regarding this as a laboratory test of a new advertising medium and planning to use similar broadcasts later in key accounts.

WCHS Santas

SANTAS apparently grow on trees at WCHS, Charleston, W. Va. Three local department stores each have engaged WCHS announcers to impersonate jolly Kris Kringle for the holiday season. Announcers Lee Neal, Frank Welling and Dave Fulton, who will double in flannel-and-batting, have rearranged their working schedules at the studio so they can pursue their extra duties without conflict.

Frankly, we have considered radio primarily as an auxiliary to newspaper advertising. Frankly, we haven't had the nerve to run a major promotion on radio alone. But we have experimented with radio alone in the case of several smaller promotions. Two one-minute flashes over WORC and WTAG brought in 40 customers at the opening bell for a Bargain Basement lot of inexpensive shoes. A 50-word announcement of a radio special on wool blankets brought in six customers 30 minutes later and sold 25 blankets during the day.

We ran a newspaper ad on the same blankets two days later. The newspaper ad, costing four times as much as radio, sold 20 blankets. Such results have had a more beneficial effect upon our nervous system than Lydia Pinkham's Vegetable Compound, and our courage is now such that we are working on a schedule of three promotions a week by radio alone. Time will tell, but we believe that radio alone can sell goods where the customer can visualize the offering as with hosiery, shirts, and underwear in contrast to such high style lines as dresses and millinery where picturization is important.

A Special Division

Our experience in appyling radio to department store advertising has not been all "smooth-sailing." Our attempts to dramatize the commonplace have afforded troubles far from commonplace—technical troubles, troubles of script, troubles of production, and troubles of merchandising. Our success story has not been flawless. Some programs have flopped; but in retrospect the answer has usually been clear. Script writing is a tough assignment, and beyon the ability of the copy-writer wh thinks in terms of placing a "still picture before you on the printe page.

The script writer, on the othe hand, sketches a moving pictur conjured up in the minds and im aginations of the radio audien by fleeting sound and word. T produce results, radio advertisin should be a specialized divisi of Department Store Publicit with personnel thinking and li ing nothing but radio.

We do not claim to have developed the only type of radio program which will bring direct sale results to department stores. W find our own technique constant being revised and broadened. Other, and better, and more succes ful methods will come, for depar ment store radio advertising is i its infancy. Nevertheless, it i more than probable that no pre vious effort has so profound affected the attitude toward radi of such a powerful asociation of department stores, a group wh annual volume runs into hundre of millions, whose annual publicit budget runs into millions, a whose use of radio has been negli ble.

Certain stores in this group hav already revised their thinking an are planning to give radio a substantial share of their advertisin dollar; others will follow, and a their knowledge of radio techniq improves, and the radio statio in their turn gain a greater know edge of the problems of depar ment store merchandising, it is n inconceivable that the radio i dustry—and the department stor —may look back upon the efforts William Filene's Sons Co., a WTAG, as the key that opened t door to radio's biggest market.

* * *

The newspaper war is over. T swift strategy of position, thou harking back to the feudal da served its purpose. By switchi our advertising to the worst p sible location in the paper, t newspaper stopped further sec sion to *Shopping News* cold in tracks. *Shopping News* was poi so far as other Worcester m chants were concerned. With the support of more than two la stores, *Shopping News* must sta —and starve she did.

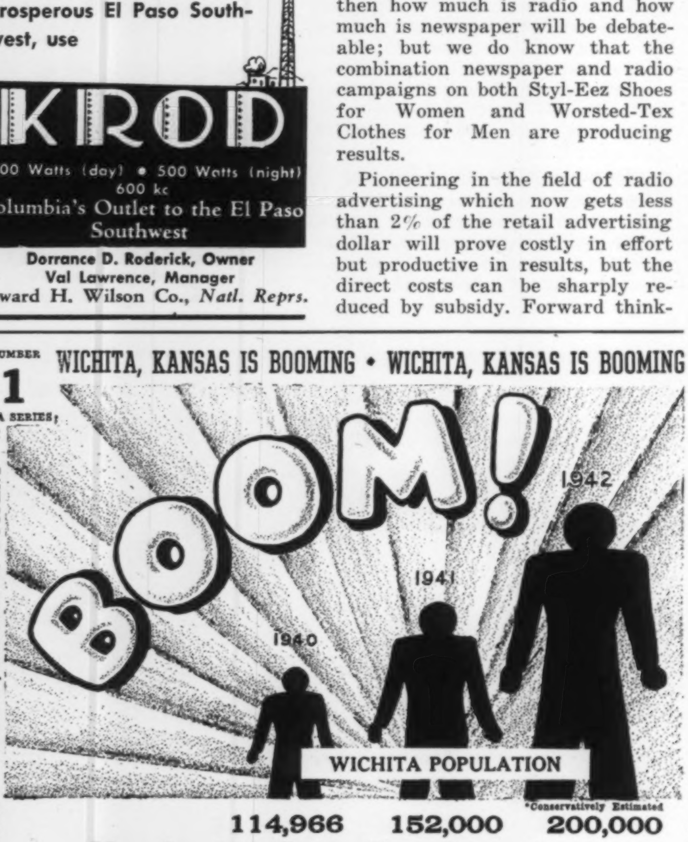
Seeing the handwriting on wall, upon due notice, and with possible dignity in view of c ditions, we withdrew from *Sh ping News*, which quietly folded The newspaper had conquered the conquerors chose to be ge ous, and shortly we were rest to grace and position—the mourned only by our old neighb the "Want Ads" and "Obituari

IT'S *YOUR* MONEY
BUT . . . if you want to get the most for it in the prosperous El Paso Southwest, use

KROD
1000 Watts (day) • 500 Watts (night)
600 kc
Columbia's Outlet to the El Paso Southwest

Dorrance D. Roderick, Owner
Val Lawrence, Manager
Howard H. Wilson Co., *Natl. Reprs.*

NUMBER 1 OF A SERIES
WICHITA, KANSAS IS BOOMING • WICHITA, KANSAS IS BOOMING
WICHITA, KANSAS IS BOOMING • WICHITA, KANSAS IS BOOMING • W

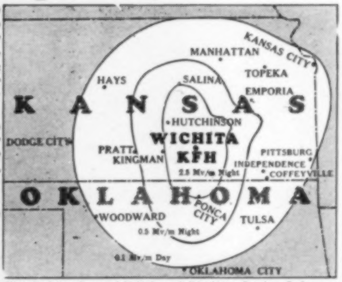


Upshot of an Upshoot . . .

What can a time-buyer do in these rough-and-tumble days of Defense-made markets? Well, that's one spot *we* aren't in, but we'd advise—"Get off the duds—ride the *skyrockets!*" Wichita, Kansas *is* a skyrocket. Wichita is America's Number Two Boomtown—and in Wichita, they listen to KFH!

Buy KFH because it's the only full-time 5 kw station in Kansas. New transmitter equipment and a night time power boost give KFH a better contour than ever before!

Buy KFH because it has consistently, year after year, increased its audience throughout the state of Kansas. (It cost another very fine station good money to show that KFH is the only major station heard in Kansas which has increased its audience every year—1937 through 1941—without a single set-back.)



Glenn D. Gillett Computed Field Strength Distribution Based on Performance and Previous Survey Measurements—5000 Watts Day and Night—October 1941

Buy KFH because Sedgwick County is the "gravy train county" of Kansas. Only KFH can give you real Sedgwick County coverage. (The gratis survey mentioned above says 95% of the population "listens to KFH regularly;" 57% of the population "listens to KFH most.")

Buy KFH because you'll soon be reaching nearly twice as many people as you reached last year—without any increase in rate.

Skyrocket-riders, let's go!

KFH

Call any Edward Petry Office •
CBS • 5000 Watts Day & Night

KMBC of Kansas City
5000 watts • CBS • Arthur B. Church, President
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representative

SCAP Issues Reply to an Editorial riticising Some Phases of Its Activity

Editor's Note: ASCAP, through s public relations director, Rob- rt L. Murray, disputes state- ents in the editorial published in e Nov. 24 issue criticizing cer- in aspects of current ASCAP- ndustry affairs. BROADCASTING *icks to its editorial observations, eling that ASCAP, at this date, is no position to dilly-dally and icker.* BROADCASTING *neverthe- ss publishes herewith in full text r. Murray's letter, so that SCAP'S side can be presented.*

ITOR, BROADCASTING:

am considerably disturbed over editorial in BROADCASTING of Nov. 1941, titled "What About It!" . . . reason this editorial disturbs me ecause it is entirely contrary to facts and no effort was made to k with this office before the edi- al appeared in BROADCASTING. y I, therefore, be allowed to answer editorial item by item in the in- sts of fair play and better under- ding between ASCAP and the ra- industry, there being no reason the industry and ASCAP should conduct their business relations complete understanding and with irit of friendship and cooperation.

em No. 1. Your editorial states, arance at the source for transcrip- s is allowed to lag." May I say Network Affiliates Inc. asked AS- P to modify its transcription policy to clear at the source only for stations as the electrical tran- ption companies may request and to request transcriptions be cleared all stations to which they are sent. board of directors of ASCAP ed to this modification. May I fur- say that ASCAP had found the yright committee of Network Affili- Inc. most helpful in cooperating h the Society to straighten out ac- nting problems in connection with scriptions and that complete ac- d exists between the Society and copyright committee of Network liates Inc.

em No. 2. "There's no waiver for ball pickups on tailormade net- ks." Wherever requests have been e for the release of ASCAP music football pickups these requests have n granted provided there has been y indication that the request from tation which was negotiating with CAP for a contract, and these so- led tailor-made networks will al- ys find ASCAP willing to work out rance for them on a fair and busi- like basis. The facts are that AS- P has leaned over backwards in its al attitude toward broadcasters in tion to these football broadcasts d in all other matters concerning ial waivers during the process of tract negotiations.

em No. 3. "A form of contract ut only for network-managed and operated stations, covering the right to switch at the end of any year from blanket license to per program license, or vice-versa, was sent to the entire list of some 800 unlicensed stations." The facts are that letters accompanying these contracts contained modifying and explanatory paragraphs covering everything requested by both the NAB and Network Affiliates Inc. More than 100 new stations have signed ASCAP contracts this month.

Item No. 4. "ASCAP continues to dilly-dally on publication of a catalog of its works—a sort of telephone directory giving basic information. BMI got out a catalog nearly a year ago." The facts are that ASCAP has issued a catalog for years in card catalog form. Many stations have not wanted it in that form because of its bulk. Our index department has been working day and night to the end that we can issue this card catalog and reduce the bulk. A printed catalog would be out of date before the stations received same. This is obvious. Anyone desiring a printed catalog can obtain same very easily in the form of the "Catalog of Copyright Entries, Part 3, Musical Compositions," issued monthly by the Government Compilations would be in part one, "Books."

It is the desire of the Society to cooperate with the broadcasters in every possible way in this matter, and we are sparing neither effort nor expense to put our catalog in workable form and kept up to the minute.

Item No. 5. "Could it be, broadcasters are asking, that ASCAP is building up another 'reservoir' of innocent infringements, the better to deal with unlicensed stations?" That is utterly ridiculous. ASCAP hasn't the slightest desire to deal with any segment of the radio industry on the basis of infringements. The business policy of the Society is very simple. We wish to conduct all of our affairs with broadcasters, and all other licensees, upon the basis of simple honesty in business and it is our sincere hope that we shall never be forced to resort to any legal action in order to protect the property rights of our members.

Your magazine's editorial closes by saying, "Peace in music can reign only when there is fair play. That goes for both sides." May I say that these are the only two sentences in your editorial with which we are in complete accord. That is all ASCAP desires.

New York City, Nov. 26, 1941.

MEREDITH WILLSON, Hollywood musical director of the weekly NBC *Coffee Time*, sponsored by General Foods Corp., is composing a series of musical settings for poems of William Blake. First in the series is titled "The Fly".

OFF-DUTY KNITTING and sewing by these faminine staff members of WCKY, Cincinnati, will benefit the American Red Cross. Shown at the WCKY Red Cross unit, located in a storeroom on the ground floor of the Hotel Gibson building, are: standing (l to r), Essie Topmiller, Sarajane Petty, Olive Kackley, Ann LaHay and Sylvia Rhodes. Seated (l to r), Jane Lee Forrest, Jeannette Fuller, Helen Rees, originator of the unit, Rita Nauman, Billie Jean Murphy, Hazel Kerns and Irma Zwygart. Foreground, June Ammon.

KARK NBC RED
LITTLE ROCK
"Arkansas' Preferred Station"
IN THE CENTER OF
The Dial . . . of Arkansas . . . of U. S. Projects
The SPOT to CENTER Your Advertising
ED ZIMMERMAN
Vice-Pres.-Gen. Mgr.
5000 WATTS 920 Kc
BER SQN: KARK - KTBS - KWKH - WJDX - WMC
TIONAL REPRESENTATIVE EDWARD PETRY & CO.

TREMENDOUS ACCEPTANCE GREETS "WHO'S NEWS"

Stations enthusiastic over new NBC Recorded Series that Presents 39 "Names in the News" in Person!

- "*Who's News* especially interesting. Will have commercial sponsor within ten days. Please send contracts."
- "Just the type of show we can sell. Have always been successful with five-minute features—and this one is a honey!"
- "*Who's News* is . . . splendidly done . . . quality outstanding . . . eminently salable."
- "WHO'S NEWS SOLD STARTING TUESDAY."

Comments like these are typical of the many received from radio stations all over the country in the few short weeks since WHO'S NEWS, new NBC Recorded Series of 5-minute programs, was released. For this unique and unprecedented 5-minute transcribed show is proving itself tremendously salable to sponsors—because it sells *for* sponsors.

In each program, George Romilly chats informally with one of America's leaders in the arts, sciences, business, sports, music or the entertainment world. Rube Goldberg, for instance, describes his invention for getting rid of olive pits at cocktail parties. Alexander de Seversky tells of America's needs in aviation. Admiral Richard E. Byrd — Leopold Stokowski — Alice Duer Miller — Walter Duranty —Dr. George Gallup . . . these are only a few of the personalities!

Write for complete information today!

NBC Radio-Recording Division
NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
RCA Bldg., Radio City, N. Y. • Merchandise Mart, Chicago
Trans-Lux Bldg., Washington, D. C. • Sunset & Vine, Hollywood

Smooth Saleing!

We've laid the groundwork; built an amazing audience; earned their confidence. We have proof that time on WAIR makes for SMOOTH SALEING!

WAIR

Winston-Salem, North Carolina

National Representatives

International Radio Sales

WHO

(ALONE!)

for

IOWA PLUS!

DES MOINES-50,000 WATTS, CLEAR CHANNEL

Len Riley covers the Field

MON.
TUE.
WED.
THUR.
FRI.
SAT.

WCKY

50,000 WATTS

CBS PROGRAMS

WFBG

ALTOONA, PA.

- NBC RED AND BLUE
- 250 WATTS
- FULL TIME OPERATION
- RAILROAD SHOPS ON FULL TIME SCHEDULE

WFBG provides the only full coverage of the Altoona trading area.

Song Writers and Composers Seek More of ASCAP Income

Unionization Measures Are Designed to Obtain More Protection; ASCAP to Study Plans

BREAKING into action on several fronts, several groups of songwriters have apparently seized upon settlement of the ASCAP-radio controversy to launch campaigns to get increased recognition and revenue for lyricists and composers.

The annual membership meeting of ASCAP on Dec. 1 will consider constitutional amendments proposed by writer members to bring about a "fairer distribution" of the writers' share of the ASCAP income.

A similar group of the Songwriters Protective Assn. has caused appointment of a constitutional committee in that body, which will study ways of strengthening the organization, possibly through a transformation from an association into a trade union.

Plans for Unions

One songwriters union, the American Federation of Songwriters, has already been formed by a group whose membership includes a number of members of ASCAP and SPA. Another organization, planned as an all-inclusive writers group, representing serious as well as popular composers and with members of ASCAP and BMI, SPA and AFS, as well as writers with no other affiliation, is in the process of organization.

The last organization expects to rectify this situation at its second meeting Dec. 4, to which all songwriters have been invited, according to members of the committee appointed by the first meeting, held early in November and attended by some 90 composers, including both ASCAP and non-ASCAP writers.

With Hy Zaret, BMI writer, as chairman, the meeting discussed the present "precarious" state of the songwriter and the need for an organization.

Committee members are: Mr. Zaret, Helen Bliss, Redd Evans, Henry Katzman, Hans Langfelder, Robert Sour, Norman Weiser, George Whiting, Fred Wise.

According to Robert Daru of Daru & Winter, counsel for the American Federation of Songwriters, it is designed to obtain the benefits of collective bargaining. Affiliation with a national labor organization is sought, Mr. Daru stated. Al Lewis and Nelson Cogane, both ASCAP members, were named temporary chairman and secretary, respectively.

Mr. Cogane is also a member of the SPA committee, appointed by Irving Caesar, SPA president, to meet with the group's counsel, John Schulman, to study revision of the organizations by-laws. Other members are: Stanley Adams, chairman; Jack Lawrence, Edgar Leslie, George W. Meyer and John Redmond, with Mr. Caesar an ex-officio member.

Present Formula

Present method of distribution of ASCAP revenue is for the board, after deductions for operating expenses and reserves, to divide the balance 50-50 between writer and publisher members, the representatives of each group on the board to determine the classification of its members for the distribution of royalties.

Proposed amendment for writers calls for a new method, in which the performances of his works are counted as half and the value of his works to the ASCAP catalog as the other half in establishing his rating. This proposal, obviously inspired by the BMI system of paying its writers on a performance basis, was submitted by Edgar Leslie, former ASCAP board member who resigned from the board following its acceptance of the NBC-CBS contracts.

ASCAP Reporter

LATEST personnel addition of WFBL, Syracuse, is Jacqueline Talley, designated as "ASCAP reporter". Miss Talley was active in the Syracuse U Radio Workshop before graduating in June. At WFBL she will compile reports on all use of ASCAP tunes, commercial and sustaining.

WDRC, Hartford, is planning to hold its annual staff Christmas party on Dec. 19 at a local hotel. Entertainment committees now are being formed by the staff.

SPECIAL MEDAL from the Bro Post, Veterans of Foreign Wars, i given W. C. Alcorn (center), gen eral manager of WBNX, New York for outstanding promotion o Americanism. At presentation wer (left) Joseph Frank, VFW pas county commander, and John J. Mc Mullen, present commander. Th award was made by the local VFW at the same time Mr. Alcorn re ceived the national VFW scrol awarded to the station.

SIGNED BY ASCAP

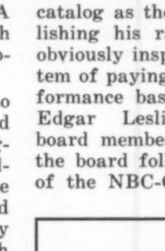
Society Reports 115 Affix Signatures in Month

LAST THURSDAY, exactly fou weeks since the resumption o ASCAP music by NBC and CB and somewhat less than that lon since the new station licenses wer sent out to all broadcaster ASCAP reported that 115 new sta tion contracts have been signed which, with the 234 such contract previously negotiated, brings th total to 349.

These, said ASCAP, are all wit commercial stations and exclud religious and educational station which do not sell time, and also F and shortwave stations. Also ex cluded from these totals are sta tions which are currently usin ASCAP music on a provisiona basis, pending the completion o their consideration of the vario forms of license available.

About 10 of these licenses ar per-program contracts, ASCA said, the remainder all being th blanket license forms. Statio which have signed to date includ most of the country's major ou lets, it was said, accounting f well over 50% of the broadcastin industry's dollar volume.

H. M. BEVILLE, head of the NB research division, has been elec vice-president of the New York Cha ter of the American Marketing As


ILLINOIS?

Sales management gives Decatur 132 rating for November prospects. 2nd highest in State. WSOY covers Decatur and a big chunk of Illinois—

250 W. 1340. Full time.
Sears & Ayer, Reps.
How can we help you?

WSOY

WSOY - DECATUR

50,000 WATTS - CBS
425,683 Listening Families*

KWKH

SHREVEPORT
LOUISIANA

Dominant Coverage in the Central Southwest

Branham Co. - Representatives

*CBS Audit of Nighttime Coverag

Lever Bros., Stromberg-Carlson Sponsor Hookups on Commercial FM Stations

SEVERAL commercial FM network programs were announced last week. Lever Bros. Co., Cambridge, entered into the dedicatory ceremonies for the new 10 kw. transmitter of W71NY, New York FM adjunct of WOR, Nov. 30, by sponsoring a half-hour program broadcast 8-8:30 p.m., not only on that station but over the entire group of seven FM stations linked for the occasion.

Program, a half-hour recorded version of the *Burns & Allen Show* for Swan soap, regularly broadcast on NBC-Red, originated at W71NY, which fed it to W2XMN, Alpine, for rebroadcast. The transmission from Alpine was picked up and rebroadcast by W53PH, Philadelphia, and W65H, Hartford. The Hartford broadcast, in turn, was picked up by W43B, Boston, and this station's broadcast finally relayed to W39B, Mt. Washington, and W47A, Schenectady.

First FM commercial program to be carried by a relay of more than two stations, the show was placed by Young & Rubicam, New York, and was sold by American Network, sales organization for a number of FM stations.

Stromberg Series

Stromberg-Carlson Telephone Mfg. Co., Rochester, on Nov. 28 started sponsoring on W65H, FM station in Hartford, rebroadcasts of the company's five-a-week series on WQXR, standard broadcast station in New York. Program, *Treasury of Music*, broadcast 7:30-8 p.m. on WQXR, Monday through Friday, is now being sent by wire to W2XQR, FM station of WQXR, and to W2XMN, Alpine. The rebroadcast of the latter FM station is picked up and rebroadcast by W65H.

Since W2XQR and W2XMN are experimental stations, they are carrying the series without charge, the sponsor paying only for WQXR and W65H, one AM and one FM station.

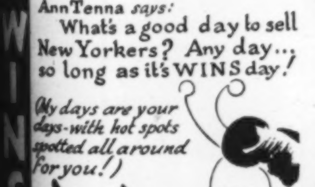
Last Friday, McCann-Erickson, New York, agency for the sponsor, was negotiating with American Network, representative of the Shepard FM stations, W43B, Boston, and W39B, Mt. Washington, regarding inclusion of these stations in the FM hookup.

W2XQR already has a CP to become a 10 kw. commercial FM station after the first of the year when its call will become W59NY. It will move its transmitter from Sherry Tower, Long Island City, to the Chanin Bldg. in mid-town Manhattan.

Zenith Radio Corp., Chicago, has bought the 8:30-8:45 period of the WOR dedication on the seven-station hookup for a musical program placed direct.

The Hat Style Council of New York is taking the 9:30-9:45 p.m. period of the W71NY dedication show on a seven station hookup. Program features Henry L. Jackson, men's fashion editor of *Collier's*, and was placed through Campbell-Ewald Co. of New York. The Socony-Vacuum Oil Corp., New York, has bought 9:45-10 p.m. on W71NY hookup through J. Sterling Getchell Inc., New York.

CBS announced last week that its New York FM station, W67NY, would begin regular operations Dec. 1, with broadcasts from 3 to 6 p.m. and from 7 to 10 p.m. scheduled Monday through Saturday. Each afternoon and evening three-hour period opens and closes with a quarter-hour newscast, the remainder of the programs being musical, chiefly recorded. No network programs are included in the FM schedule. Originating in the CBS Bldg. at 485 Madison Ave., the FM programs are carried by high fidelity wires to the network's transmitter atop the Salmon Tower at 500 Fifth Ave.


AnnTenna *says:*
What's a good day to sell New Yorkers? Any day... so long as it's WINS day!
(My days are your days-with hot spots spotted all around for you!)
WINS

Kiggins in Hospital

KEITH KIGGINS, sales manager of NBC's Blue network, entered Massachusetts General Hospital, Boston, last week for observation for arthritis.

CORNELIUS W. VAN VOORHIS, who does the identifying voice on the NBC-Blue *March of Time*, sponsored by *Time Magazine*, is narrator for a series of educational pictures of the U. S. Navy, released recently.

FM
with
Simplified
CIRCUIT DESIGN
GENERAL ELECTRIC

FIRST SPONSOR on W67C, new FM outlet of WBBM, Chicago, G. T. Pushman Jr. sales promotion manager of Pushman Bros. (Chicago rug dealer), flips the switch that brings the station on the air while J. Kelly Smith, CBS radio sales manager, looks on.

Ernie Smith to WBBB

ERNIE SMITH, formerly of the sales staff of WBIG, Greensboro, N. C., has been appointed head of the commercial department of WBBB, Burlington, N. C., according to E. Z. Jones, managing director of the new 1,000-watt daytime station which recently went on the air. Mr. Jones announced addition of Paul Huddleston, formerly of WGRC, Louisville, as program director relieving Miss Paul Faulconere, new to radio, who will continue to be in charge of traffic; and the naming of William Sandefur, formerly in charge of interplant broadcasting at the Hercules Powder Plant in Radford, Va., as chief of the WBBB announcing staff. WBBB operates on 920 kc.

Murphy Adds

MURPHY PRODUCTS Co., Burlington, Wis. (livestock feeds), sponsors of "Barnyard Jamboree" for a half-hour on the Saturday night *National Barn Dance* on WLS, Chicago, has added three Minnesota network stations to the program: KYSM, Mankato; KROC, Rochester; KFAM, St. Cloud. Wade Adv. Agency, Chicago, placed the account.

Army Officers Talk

AN ADDRESS over WBT, Charlotte, N. C., was to be made Nov. 30 by Major General Oscar W. Griswold, commander of the 4th Army Corps and one is scheduled to be made by Lt. General Hugh A. Drum, commander of the 1st Army on Dec. 4. The high ranking officers were scheduled to broadcast following completion of the Carolina Maneuver activities.

Decca Signs Waring

FRED WARING last week signed a new contract with Decca Records, ending a 10-year period during which he refused to combine recordings with radio perfromances. Under the new agreement Waring will make several albums of arrangements most requested by his radio listeners. When Waring first went on the air with his Pennsylvanians he stopped making recordings, feeling they would put him in competition with himself as a radio attraction.

Bond Bonus

JOHN A. KENNEDY, president of West Virginia Network, has announced a special Christmas prosperity bonus in the form of Defense Bonds and Stamps equal to a month's salary, for employes of WCHS, Charleston, WPAR, Parkersburg, and WBLK, Clarksburg. An additional bonus, equal to 1% for each year of service, also will be given. Employes with less than a year's service will receive bonds and stamps equal to one-twelfth the salary paid during the calendar year up to Dec. 15, 1941.

WKRC Signs Waite Hoyt For Sports Play-by-Play

WAITE HOYT, former big league pitching star, with the New York Yankees, has been signed by WKRC, Cincinnati, to handle play-by-play baseball broadcasts next spring, according to an announcement last Thursday by Hulbert Taft Jr., WKRC general manager. Hoyt will come to WKRC after the first of the year to start broadcasting a nightly sport show. Since retiring from baseball in 1937, he has been broadcasting sports in New York on WOR.

General Manager Taft also announced that Dick Nesbitt, former All-American and professional football star with the Chicago Bears, who has done play-by-play football for WKRC during the last season and is featured on several other studio programs, will work with Mr. Hoyt in the broadcast booth during the coming baseball season.

CBS Video Applications

CBS has applied to the FCC for another 30-day extension of the special temporary authorization for program test operations, under which WCBW, the network's television station in New York, has been functioning since July 1, with regular 30-day extensions.

CBS also has asked the FCC for more time to complete the provisions of its new construction permit, due to technical reasons in connection with WCBW's change in channel.

NBC Holiday Discs

IN ADDITION to the annual production by *NBC Thesaurus* of Dicken's "Christmas Carol", station subscribers are offered two holiday specials, "The Christmas Calendar" series of 13 quarter-hours designed for daily programming and offerable either on a participation basis or for exclusive sponsorship, and "Santa Claus Rides Again", half-hour fantasy combining music and drama. First series, released by the NBC Radio-Recording Division, combines Christmas music with holiday entertainment helps as recipes and suggestions for parties.

Ziv in New York

NEW YORK offices of Frederic W. Ziv Inc. have been opened at 485 Madison Ave., under the direction of John L. Sinn, vice-president. Mr. Sinn, formerly with WLW, Cincinnati, has been with the firm seven years. The new office will serve as production headquarters for Ziv programs and will handle eastern sales.

SCANNING LONG-TERM BMI contract at the 16th District meeting of the NAB held November 24 at the Los Angeles Biltmore Hotel, is this group of industry executives (l to r): Tom Sharpe, owner of KFSD, San Diego, Cal.; Clyde Scott, sales manager of KFI-KECA, Los Angeles, and acting chairman; Neville Miller, NAB president; Calvin T. Smith, manager of KFAC, Los Angeles; C. Merwin Dobyns, owner of KGER, Long Beach, Cal.; Henry Maizlish, manager of KFWB, Hollywood; Charles A. Storke, manager of KTMS, Santa Barbara, Cal.

Defense and Disc Discussions Feature NAB District Meetings on West Coast

RADIO'S importance in national defense, as well as specific industry problems including Federal regulation and legislation, music copyright licensing and possible court action against ASCAP publishers by transcription production units, were discussed by representatives of the 16th District of NAB at a two-day meeting at Los Angeles' Biltmore Hotel Nov. 24-25.

The second Pacific Coast meeting, District 15, was held Friday and Saturday, Nov. 28-29, at the Fairmont Hotel, San Francisco. Remaining district meetings scheduled for December include: District 17, Dec. 1, Heathman Hotel, Portland, Ore., Dec. 2, Washington Athletic Club, Seattle; District 14, Dec. 8-9, Albany Hotel, Denver; District 11, Dec. 11-12, Hotel Nicollet, Minneapolis; District 9, Dec. 15-16, Palmer House, Chicago. The District 3 meeting, which would conclude the 17-meeting circuit, has not been schedule, but is not to be held until after the first of the year.

Group Sessions

Neville Miller, NAB president, was principal speaker at the Los Angeles 16 general meeting. Clyde Scott, KFI-KECA, Los Angeles, sales manager, presided in the absence of Harrison Holliway, district director.

Group sesions were held Tuesday by sales managers and program directors-news editors. Latter session was conducted by Ed Kirby, NAB public relations director, now on leave as civilian head of the radio branch of the Army Bureau of Public Relations. Sales managers sessions was led by Charles A. Storke, manager of KTMS, Santa Barbara, Cal., with Frank E. Pellegrin, NAB director of broadcast advertising, as speaker.

Under fire was the mechanical rights clause in the ASCAP contract, providing licensing of music for recording on a one-year basis. Jerry King, co-owner of Standard Radio, Hollywood, warned against signing with the Society before this phase was settled in favor of a longer period. He insisted that transcription producers be given longer protection for their investment. C. P. MacGregor, Hollywood transcerption producer, Ralph C. Wentworth, president of Lang-Worth Feature Programs Inc., New York, and other transcription manufacturers backed up his views.

Los Angeles Advertising Club, complimenting the industry representatives, staged its annual Radio Day luncheon at the Biltmore Hotel on Tuesday. Mr. Miller, as principal speaker, discussed "Radio & Advertising in the Present Emergency", and Mr. Pellegrin, "Radio as an Advertising Medium". Tracy Moore, NBC Western division Blue network sales manager, and president of the Ad Club, presided. Harry W. Witt, CBS Southern California sales manager, was chairman of the day, with Calvin J. Smith, manager of KFAC, Los Angeles, host.

Attended by 73 broadcasters, the District 13 meeting in Dallas Nov. 19-20 took formal action supporting the pending Sanders Bill to revise the Communications Act, the proposed 8-year BMI licenses, the stand of the Federation of Women's Clubs opposing the FCC chain-monopoly regulations, and renewed the industry policy of providing free time to promote national defense. The meeting also commended the work of Mrs. Dorothy Lewis and the Radio Council of Children's Programs "for their outstanding accomplishments on behalf of the radio industry", and authorized creation of a 3-man committee within the district to arrange for more effective handling of national defense news and features from Army camps.

The attendance list at the District 16 meeting in Los Angeles included:

John Merino, KTOC; Burridge D. Butler, KOY-KTUC-WLS; John A. Reilly, KOY; L. W. McDowell, KFOX; John Austin Driscoll, Pearl Vorhees and Glad Hall, KRKD; Clyde Scott, Glan Heisch, Ernest Felix, Dorothy Roe and Bernard Smith, KFI-KECA; Harry Maizlish, Jack O. Gross and E. C. Hughes, KFWB; Don W. Thornburgh and Harry W. Witt, KNX; Merwin Dobyns, John A. Dobyns, Lee Wynne, Don A. Soberman and Jay E. Tapp, KGER; Thomas E. Sharp and John Babcock, KFSD; Ernest L. Spencer, KVOE.

Calvin J. Smith and Vern A. Lindblade, KFAC; Charles A. Storke, KTMS; Ken Thornton, KXO; Ben S. McGlashan and Duke Hancock, KGFJ; Don E. Gilman, Lew Frost, Tracy Moore and Jennings Pierce, NBC; Louis F. Kroeck, KTMS; Walter B. Davidson, KMPC; John L. Akerman, KPAS; Frank Burke, KVFD; J. C. Lee, Maury A. Vroman and George A. Burns, KFXM; L. Sigman and Robert O. Reynolds, KMPC.

Neville Miller and Frank E. Pellegrin, NAB; Ed Kirby, War Department; Richard J. Powers, ASCAP; Leonard D. Callahan and E. J. Gough, SESAC; Harry Engel and Carl Haverlin, BMI; Gerald King, Standard Radio; C. P. MacGregor; Ralph Wentworth, Lang-Worth; Pat Campbell, World Broadcasting System; Dan Rogers, Raymond Spector Adv.; Bernie Milligan, Earle Ferris Associates; Hale Sparks, U. of California; Kenneth Gapen, U. S. Dept. of Agriculture; Robert F. Schuetz, NBC; Jack Frost, RCA; Carleton Coveny, John Blair & Co.; Homer Griffith, Howard Wilson Co.; J. Leslie Fox, Paul H. Raymer Co.

The attendance list at the Nov. 19-20 District 13 meeting in Dallas included:

Jack Keasler, WOAI; Burton Bishop, KTEM; M E. Danbom, KGKB; J. Bert Mitchell Jr., Roosevelt Properties; Forrest

INS

Ask us about the recent impartial survey of wire services by an important radio station showing "INS leading by wide margin".

INTERNATIONAL NEWS SERVICE

WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA!

50,000 WATTS
DAY AND NIGHT
COLUMBIA AND MUTUAL NETWORKS

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

Where Sales Multiply

Air Castle of the South
50,000 WATTS CLEAR CHANNEL
W E

WSM

NASHVILLE, TENNESSEE •

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

EXPERIENCE

CJOR's many Christmas services to the community make it the most-listened-to station at this heavy buying period.

CJOR
Vancouver—B. C.

Nat. Rep.: J. H. McGillvra
H. N. Stovin, (Canada)
600 K. C. 1000 Watts

NEVER SIDETRACKED!

THAT'S WHY POSTAL TELEGRAMS ARE FIRST CHOICE OF AMERICA'S GIGANTIC TRUCKING INDUSTRY

No delays when you "Ship by Truck." Prompt, efficient service! And that's what the Trucking Industry wants when sending telegrams. That's why with trucking companies — as with many of America's largest business firms — Postal Telegraph gets the call! Try Postal — today!

Postal Telegraph the business men's

1340 WINX Washington's Own Station
WIN WASHINGTON WITH WINX
WINX BUILDING • WASHINGTON, D. C.

Lane, KRBC; Ken Lowell Sibson, Taylor-Howe-Snowden; Roy Bacus, WBAP-KGKO; Merle H. Tucker, KROD; Ray Bright, KTRH; Charles B. Meade, Texas State Network; Glenn Hewitt, KPAC; John G. Ballard, KGNC; Lofton Hendrick, KRRV; Dale Drake, WRR; Lewis O. Seibert, KPLT; Frank O. Myers, Thomas Dillahunty, KCMC; C. B. Locke, KFDM; James M. Moroney, Alex Keese, WFAA-KGKO; Phil D. Dixon, KRGV; H. A. Hutchinson, Roosevelt Properties; James R. Curtis, KFRO; Martin Campbell, WFAA-WBAP-KGKO; Guy W. Bradford, KRGV; Willard L. Kline, KTSM; Jim Pate, Lone Star Chain; Eugene J. Roth, KONO; Clyde Rembert, William A. Roberts, KRLD; Archie Taylor, KRGV; O. L. Taylor, KGNC.

John Thorwald, KAND; Karl O. Wyler, KTSM; Lonnie Preston, KGKL; Charlie Dilcher, John Blair & Co.; Howard H. Wilson, Howard H. Wilson Co.; Claude Barrere, NBC Thesaurus; Herbert Denny, Standard Radio; Gus Hagenah, SESAC; Pierre Weis, Lang-Worth; Leonard D. Callahan, SESAC; F. E. Pellegrin, NAB; Ralph Wentworth, Lang-Worth; A. C. Etter, KRBC; Neville Miller, NAB; Dan Rodgers, Raymond Spector Advertising Agency; Ed Lally, WBAP-KGKO; Kern Tips, WPRC; Irvin Gross, WFAA-WBAP-KGKO; Dwight Bourn, Hugh A. L. Halff, WOAI; George W. Johnson, KTSA; Ken McClure, WBAP-KGKO; Ed Zimmerman, KARK; Carl Haverlin, BMI.

Harold Hough, George Cranston, A. M. Herman, WBAP-KGKO; Claude Mills, Frank Hemby, ASCAP; Arthur H. Beckwith, AMP; Mrs. Dorothy Lewis, Radio Council on Children's Programs; Ed Kirby, War Dept.; Sheldon Hickox Jr., NBC; H. R. Lockhart, KEYS; B. F. Orr, KTRH; Aubrey Escoe, KTBC; Roy G. Terry, KOCA; Bert Masterson, United Press; J. C. West, KAND; Russell Bennitt, KXOX; Major Harold Kent, War Dept.

Studio Notes

KYSM, Mankato, Minn., Nov. 30 will transcribe Christmas Greetings from parents to Army camp trainees with the 215th Coast Artillery unit stationed at Kodiak Island, Alaska. A three-hour period has been set aside for the transcriptions which will be shipped to Alaska and played the night of Dec. 24 over the military unit's public address system.

WLW, Cincinnati, is carrying a series of four promotional programs, heard Wednesdays, featuring food for Christmas gifts. Titled *No Greater Gift*, the series is built around music by Bill Stoes and the WLW string ensemble, Jack Brown, vocalist, and poetry by Dan Riss.

PROMPTLY upon the outbreak of the captive mine situation, WCHS, Charleston, and the West Virginia Network special events division dispatched Harold Miller, news editor, and Ken Given, special events man, to report on developments. Catching naps in turns a man was awake at all times to gather news to be relayed to the WCHS news room.

WGBF and WEOA, reversing the usual process of carrying live or transcribed programs from Army camps is now each week sending Camp Shelby, for use on the PA system in the mess hall, a 15-minute recording with local news, including sports, news from the various industrial plants, gossip, etc. Transcription is first aired over WEOA and suggestions from the public are solicited.

WJHP

NBC BLUE - MUTUAL

There's been something added here! Now MUTUAL and BLUE assures a plus audience all the time.

WJHP

JACKSONVILLE FLA.

FOR THE FOURTH consecutive year, Fred E. Cooper, pioneer oil field equipment manufacturer, has signed to sponsor broadcasts of the Tulsa Ice Oilers hockey games over KVOO. Here Mr. Cooper (left), discusses the latest series with Willard Egolf, KVOO commercial manager, center, and Oscar Payne, of the Watts-Payne agency, handling the account.

WSPD, Toledo, introduces nationally prominent speakers who address the Toledo Town Hall each Saturday morning from its studios. The lectures are given in the Esquire Theatre but announcers from the station introduce the speakers via direct line. The system was adopted when the former moderator of the hall, Dr. Walton E. Cole, moved to Boston. The station broadcasts a quarter-hour program from the Town Hall luncheons immediately following the talks.

WLS, Chicago, through its annual Christmas Neighbors Club will this year purchase medical inhalators for distribution to children's hopitals, orphanages and similar institutions. Listeners' contributions to the club in past years total $33,676.

WITH Mayor James G. Stewart again as m.c., WCKY, Cincinnati, will conduct its second annual Christmas party, Christmas morning, for underprivileged children of the city and suburbs as Hotel Gibson with a portion of the program broadcast. Toys and funds for the party will again be furnished by WCKY listeners.

A. E. JOSCELYN, general manager of WBT, Charlotte, every Thanksgiving serves a turkey dinner to members of his staff who cannot get home for the holiday. Guests at this year's dinner were: New Announcer Sandy Becker, Pageboys John Riggsbee and Bill Kerr, and Frances O'Daniel, program department.

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

JACKSON

N.B.C. RED

Owned and Operated By
LAMAR
LIFE INSURANCE
COMPANY
JACKSON MISSISSIPPI

FORMERLY heard from 10:30-11 p.m., *Friday Night at Fort Bragg*, dance and variety pick-up from the nation's largest Army post will be heard over WPTF, Raleigh, N. C., and WFNC, Fayetteville, N. C., each Friday from 9-9:30 p.m. Broadcast directly from the dance floor of the main post's service club, last week's show presented Vocalists Corp. Dick Conrad (Jan Savitt's orchestra) and Private Sunny Stockton (*Fitch Bandwagon*) plus a comedy interview with Buddy Lewis, star infielder of the Washington Senators, a recent selectee, and several visiting girl dancing partners from nearby Carolina towns. Script was written by Private Lloyd Shearer, WFNC, Fayetteville, and was announced by Private Charles Batson (WFBC, Greenville, S. C.).

KDYL, Salt Lake City, starting last week, is providing a special news service for employes at Salt Lake City's 30-million dollar Small Arms Ammunition plant. Bulletins, prepared from UP reports, are about three minutes in length and sent in by teletype to the plant and there broadcast at frequent intervals over the PA system.

WXYZ, Detroit,, on Nov. 20 carried an exclusive play-by-play broadcast of the annual Goodfellows' Bowl Thanksgiving Day football classic for the city high school championship. Gate receipts, along with commercial time payments, made by the Automobile Club of Michigan, went to the Detroit Old Newsboys Goodfellow Fund, with WXYZ providing free broadcast time and the services of Commentator Harry Wismer and Walter O. Briggs, owner of the Detroit Tigers baseball team, providing free use of Briggs Stadium. The game attracted 30,715 fans.

WSB, Atlanta, weekly Parent-Teacher Assn., programs, Saturday 10:15 a.m., now has listener groups formed throughout Georgia. Program is followed by a group discussion.

THE HEART OF NEW ENGLAND
WLAW
5000 WATTS

They Put It At 680. . . . .and They Stay PUT!

This is not just an idle claim, but a fact based on an exhaustive study of radio listening habits in the Merrimack Valley area. Write for complete information and learn why so many advertisers are making WLAW a "MUST" in New England.

WLAW

LAWRENCE, MASS.
5000 WATTS • 680 KC.

CBS
COLUMBIA AFFILIATE

National Représentatives
THE KATZ AGENCY, Inc.

·frederic·w·ziv
INCORPORATED
RADIO PRODUCTIONS

Announces the Opening
of
New York Offices

●

485 Madison Avenue
New York City
PLaza 3-4147

John L. Sinn
V.P. in charge

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
NOVEMBER 22 TO NOVEMBER 28 INCLUSIVE

Decisions . . .

NOVEMBER 25

NEW, Bartlesville Broadcasting Co., Bartlesville, Okla.—Granted CP new station 1400 kc 250 w unl.

NEW, Brainerd-Bemidji Broadcasting Co., Brainerd, Minn.—Granted CP new station 1400 kc 250 w unl.

WKZO, Kalamazoo, Mich.—Granted CP increase 5 kw N directional changes.

KEVR, Seattle, Wash.—Granted extension special authorization.

KRKO, Everett, Wash.—Granted extension special authorization.

WAIT, Chicago—Dismissed petition for rehearing against action of 9-30-41.

WDBO, Orlando—Granted moton dismiss rehearing petition against action of 9-3-41.

KWLK, Longview, Wash.—Placed in pending file under Order 79 applic. transfer control.

KOB, Albuquerque — Extended special service authorization to 1-9-42. FCC chief engineer to conduct tests with KOB, KXA, WJZ.

KXA, Seattle, Wash.—Denied petition for rehearing against action 10-14-41 re KOB.

WJZ, New York—Denied petition for rehearing against KOB action.

NEW, Hughes Productions, Division of Hughes Tool Co., Los Angeles—Granted CP new FM station 44.9 mc. 7,000 sq. mi.

NEW, United Broadcasting Co., Cleveland—Placed application new FM station in pending file under Order 79.

MISCELLANEOUS—**KTHS, Hot Springs, Ark.,** designated for hearing application assignment license to Southland Radio Corp., designated for hearing applic. increase 50 kw N & D install new transmitter directional (jointly with transfer applic. hearing); **NEW, Cuyahoga Valley Broadcasting Co., Cleveland,** and **NEW, Lake Shore Broadcasting Corp., Cleveland,** continued consolidated hearing to 1-22-42.

NOVEMBER 28

MISCELLANEOUS — **NEW, Wilkes-Barre Broadcasting Corp., Wilkes-Barre, Pa.,** granted motion amend application re-corporate structure, retain in hearing docket; **NEW, Southwestern Mich. Broadcasting Corp., Kalamazoo, Mich.,** granted motion amend application remove from hearing docket; **KWKW, Pasadena, Cal.,** granted petition amend applic. modific. CP to 1430 kc, remove from hearing docket; **NEW, WBAM Inc., Birmingham, Ala.,** granted extension for all parties for filing proposed findings to 12-15-41; **KRBC, Abilene, Tex., WQBC, Vicksburg, Miss., NEW, San Jacinto Broadcasting Co.,** Houston, Tex., granted continuance consolidated hearing to 2-12-42.

Applications . . .

NOVEMBER 26

NEW, Pittsburgh Radio Supply House, Pittsburgh—Amend application CP new FM station 46.5 mc. 8,400 sq. mi.

W57A, Schenectady—Modification CP new FM station 48.5 mc. 6,600 sq. mi.

WCLE, Cleveland — Amend application CP change 640 kc 50 kw unl. directional D & N new transmitter.

WBIG, Greensboro, N. C.—CP new transmitter directional D & N change 640 kc increase 50 kw.

Tentative Calendar . . .

WGST, Atlanta, license renewal (Dec. 1).

NEW, Lake Shore Broadcasting Co., Cleveland, CP new station 1300 kc 5 kw unl. directional D & N; **NEW, Cuyahoga Valley Broadcasting Co., Cleveland,** CP new station 1300 kc 1 kw D (consolidated hearing, Jan. 22).

Radio Posts in Army

EXAMINATION for high-speed radio equipment operators held early this year has failed to produce enough eligibles for the Army Signal Service, according to the Civil Service Commision. To secure men for 200 posts now open, the Commission is modifying original requirements and the examination is open until further notice.

PARTICULARLY suited climatically for experimental design and development of radio equipment, the 55-year-old Johnson Castle at Rutland. Vt., has been purchased by Herbert L. Wilson, New York consulting radio engineer, as a laboratory. Located where there is less static due to a short summer season, the castle will house transmitting equipment for analysis of station operation in confined areas; a study will be made of skywave propogation at close range, and special radio equipment will be tested for use in national defense. The ground is now undergoing alteration for construction of both directional antenna relay systems and ordinary single element radiators, while renovations are in progress for special living quarters for engineers.

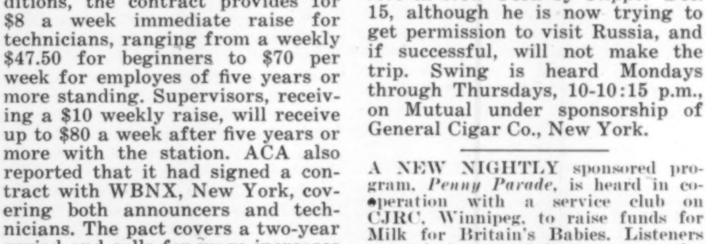
ACA Renews With WHN

RENEWAL of its contract with WHN, New York, was signed early in November by American Communications Assn. (CIO), covering technicians and supervisors of the station. In addition to a renewal of the closed shop clause and standard ACA conditions, the contract provides for $8 a week immediate raise for technicians, ranging from a weekly $47.50 for beginners to $70 per week for employes of five years or more standing. Supervisors, receiving a $10 weekly raise, will receive up to $80 a week after five years or more with the station. ACA also reported that it had signed a contract with WBNX, New York, covering both announcers and technicians. The pact covers a two-year period and calls for wage increases of 17½%.

Gunther's Plans

IF JOHN GUNTHER, foreign correspondent, author and news commentator, returns to this country from London before Christmas, he will substitute on MBS for Raymond Gram Swing, while the latter takes his annual three-week vacation. Plans call for Gunther to arrive in New York by *Clipper* Dec. 15, although he is now trying to get permission to visit Russia, and if successful, will not make the trip. Swing is heard Mondays through Thursdays, 10-10:15 p.m., on Mutual under sponsorship of General Cigar Co., New York.

A NEW NIGHTLY sponsored program, *Penny Parade*, is heard in cooperation with a service club on CJRC, Winnipeg, to raise funds for Milk for Britain's Babies. Listeners are asked to send in one penny for each year of their age.



THE SERVICE RECORD OF 21,000 COMPRESSION CONES IS YOUR MARGIN OF SAFETY IN SPECIFYING "LAPP" FOR ANTENNA STRUCTURE INSULATORS

More than 21,000 Lapp Porcelain Compression cones have gone into service. They range from tiny 3" cones for pipe masts to the large units shown above and recently installed in the new WABC transmitter. In the history of these insulators, covering more than 20 years, we have never heard of a tower failure due to failure of a Lapp porcelain part. Reason enough to specify "Lapp" for tower footing insulators. Lapp Insulator Co., Inc., LeRoy, N. Y.

This giant base insulator supports one corner of the new WABC tower now operating on Little Pea Island, New York.

Specify LAPP FOR SECURITY IN ANTENNA STRUCTURE INSULATORS

Network Accounts
All time EST unless otherwise indicated

New Business

PROCTER & GAMBLE Co., Cincinnati (Ivory soap flakes), on Dec. 3 starts *Hap Hazard* on seven CBS-Pacific stations expanding Jan. 20 to an unnamed number of CBS station coast-to-coast, Tues., 10:30-10:45 p.m. (EST) and Thurs., 9:15-9:45 p.m. (PST). Agency: Compton Adv., N.Y.

Renewal Accounts

AMERICAN TOBACCO Co., New York (Lucky Strikes), on Dec. 31 renews for 13 weeks *Kay Kyser's College of Musical Knowledge* on 10 NBC-Red stations, Wed., 10-11 p.m. Agency: Lord & Thomas, N. Y.

CONTINENTAL BAKING Co., New York (Wonder Bread), on Dec. 4 renews for 13 weeks *Maudie's Diary*, on 47 CBS stations, Thurs., 7:30-8 p.m., rebroadcast 11:30-12 midnight. Agency: Ted Bates Inc., N. Y.

COLONIAL DAMES Inc., Hollywood (cosmetics), on Dec. 19 renews for weeks *Find the Woman*, on 8 CBS Pacific stations, Fri., 9:55-10 p.m. Agency: Glasser, Gailey & Co., Los Angeles.

GENERAL FOODS Corp., New York (Sanka Coffee), on Jan. 1 renews *William L. Shirer* for 13 weeks on 6 CBS stations, Sun. 5:45-6 p.m. Agency: Young & Rubicam, N. Y.

ANDREW JERGENS Co., Cincinnati (Jergens Lotion), on Dec. 28 renews for 52 weeks *Jergens Journal With Walter Winchell*, on 72 NBC Blue stations, Sun. 9-9:15 p.m., rebroadcast on 21 Pacific Coast Red stations, 12-12:15 a.m. Agency: Lennen & Mitchell, N. Y.

ANDREW JERGENS Co., Cincinnati (Woodbury soap), on Dec. 28 renews for 52 weeks, *Parker Family*, on 7 NBC-Blue stations, Sun. 9:15-9:30 p.m., rebroadcast on 21 Pacific Coast Red stations, 12:15-12:30 a.m. Agency: Lennen & Mitchell, N. Y.

ANDREW JERGENS Co., Cincinnati (Woodbury face cream, powder), on Dec. 31 renews for 13 weeks *Adventures of Thin Man* on 46 NBC-Red stations, Wed., 8-8:30 p.m., rebroadcast Tues. 12-12:30 a.m. on 20 Pacific Coast Red stations. Agency: Lennen & Mitchell, N. Y.

Network Changes

MILES LABS., Elkhart, Ind. (Alka-Seltzer), on Nov. 29 added 11 stations (KELO WBOW WGBF KFY KIDO KGIR KPFA KRBM KGH KSEL KTFI) to *National Barn Dance*, making a total of 67 NBC Red stations, Saturdays at 9-10 p.m. Agency: Wade Adv. Agency, Chicago.

Beverage Test

YOSEMITE BEVERAGE Co., San Francisco (Cleo Cola), using radio for the first time, recently started a 13-week test campaign using one minute transcribed spots five times weekly on KJBS and KYA, San Francisco. If the campaign proves successful the sponsor probably will extend to other markets on the Coast. Agency is Lord & Thomas, San Francisco.

ARTURO TOSCANINI, making his initial appearance of the season with the NBC symphony orchestra on Dec. 6, will conduct Johann Strauss' famed "Beautiful Blue Danube" for the first time in his career. Maestro Toscanini will conduct the NBC Symphony both Dec. 6 and 13, 9:30-10:30 p.m., on behalf of the Treasury bond campaign.

RCA Shortwave Chess

A MFG. Co., Camden, on Nov. 25 ted Jose Raul Capablanca, former ld-champion chess player, in a se- s of quarter-hour talks on chess, adcast in Spanish on NBC short- e stations WRCA and WNBI and WBOS, Westinghouse international station in Boston. Talks will be rtwaved to Latin America Tuesday l Thursday evenings, 7:45-8, in the rest of Victor records. Business s placed direct.

Patriotic Gesture

AS A PATRIOTIC service to the Eighth Pursuit Squadron of the U. S. Air Force, at Lindley Field near Greensboro, N. C., and other military groups in the area which are without a band, WBIG devotes two minutes daily, beginning at 4:45 p.m., to sounding retreat and playing the national anthem.

SHERWOOD DURKIN, formerly with WCBS, Springfield, Ill., has been added to the news announcing staff of WMT, Cedar Rapids, Iowa.

CLASSIFIED Advertisements

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

ted Immediately—Combination announcer operator. Salary, experience, ailability first letter. Box 196A, ROADCASTING.

ted—First class announcer. State experience, references, salary expected first ter. Liner's Broadcasting Station, arce, La.

ted—Announcers, Engineers, Salesmen, r positions leading to staff of new 1000-att station in East. Box 191A, BROAD-ASTING.

ted—Aggressive, high-type sober salesan for local station in north central ate. Fine opening, wonderful opportu-ty. Box 187A, BROADCASTING.

Announcer—Must be experienced, ac-rate, and have outstanding, distinctive yle. Tell whole story in first letter, in-ding salary expected. Box 193A, ROADCASTING.

ted Immediately—Two top-flight an-uncers for network affiliate in South-stern market. State all details and aft status first letter. Box 190A, ROADCASTING.

uncer-Program Man—Capable of han-ing remotes, news, commercials, daily g and scouting live talent programs. n-network station in West. Include ferences, snapshot, experience, all de-ils. Box 184A, BROADCASTING.

d Men, Experienced And Assistants—ax recordists, matrix electroformers, essmen, compounding and mill room po-tions open in Northern New Jersey and cinity of Boston. Written applicatons ly. POINSETTIA, INC., PITMAN, N. J.

t Operator-Announcer (Licensed)—That 150 month (salary and overtime) 50 hr. ek, will obtain. Must have good voice. all station, western city. Give references and experience first letter. Box A, BROADCASTING.

am Director-Production Manager—twork station in large Georgia city. plicants must have creative ability. od opportunity for man able to direct af and not afraid of work himself. ould be able make personal interview. n't apply unless your credit is A1 and n stand investigation. $35 weekly. Box A, BROADCASTING.

Situations Wanted

neer—28, married, ten years' experience nsmitter, studio equipment construc-n, operation and maintenance; Trans-dio, announce. Box 182A, BROAD-STING.

rienced—Continuity Writer—Program ecialties and Announcing. College edu-tion. Desires change. Box 189A, ROADCASTING.

You Use An Unusual Announcer?—cellent experience and background. w employed and serving notice. Quali-d all phases in radio-news, sports, spe al events—desire location in or near ltimore or Washington, will consider rthwhile offer elsewhere. Will arrange r personal interview and live audition. ll prove an asset to a real station. x 188A, BROADCASTING.

Situations Wanted (Continued)

Challenging Station—Department store, or agency copy-writing post by young woman, 28, college degree. Four years intensive experience as continuity chief. Ready for genuine opportunity. Box 185A, BROADCASTING.

Sports Announcer And Special Events Man—Now employed, desires change. Excellent background, outstanding record. Box 176A, BROADCASTING.

Manager Or Program Director—About Jan. 1. Young, energetic. Best references. Now employed in large station. Prefer Mid-West. Box 178A, BROADCASTING.

Nationally Known Health Broadcaster—Scientist, author, seeks commercial sponsor after eight years government sponsorship. Prefer high grade foods, drugs, cosmetics or similar account. Cavender Service, 1131 Loyola, Chicago.

"Voice Of Uncommon Sense"—Ten years broadcasting experience under other name. Open for sponsor who can use psychological, vocational, marital, child guidance material on ethical basis. Box 180A, BROADCASTING.

Announcer—Newscaster, experienced general staff duty, dramatic director—unmarried, draft exempt, sober, reliable, desires employment in growing Western or Midwestern network outlet. Now employed NBC Blue affiliate. Box 181A, BROADCASTING.

Station Manager-Program Director—Young, ambitious, with proven ability to make a station pay. Desire responsible position where station owner's wife is NOT employed. Will build listening audience with quality and "different" programs. Box 195A, BROADCASTING.

Auditor — Desires position with large or growing station. Handle office management, monthly operating statements, yearly closings, credits. Wide experience with top problems and personnel. Finest bank and other references. $5,000.00 yearly salary requirement. Employed. Box 186A, BROADCASTING.

Showman-Salesman-Executive — More than seven years experience announcing, production, promotion, continuity, programming, Commercial Manager and all phases. Married, family, age 30. Excellent references from New York City to Dallas. Available December 1st. Box 179A, BROADCASTING.

Wanted to Buy

Will Buy One Vertical Tower — Approximately 175 feet. WMFF, Plattsburg, New York.

For Sale

Western Electric 5-kw Amplifier—Complete with 220-C tubes, high and low voltage supplies, antenna tuning units, power control panel, high voltage rectifier, and filament and bias supplies. Used only few years. Excellent condition. KFH, Wichita, Kansas.

Modified RCA 1001-B Transmitter — Converted to 5-kw six years ago. Box 194A, BROADCASTING.

SALES AND MERCHANDISING EXECUTIVE

Ten years with highly successful basic network station in major market seeks greater responsibilities. 41, married, family, highest recommendations from national agency and advertising field. Broadcast experience. Could assume full responsibility. Full details on request. BOX 197A, BROADCASTING.

Situation Wanted

STATION MANAGER

Live, aggressive, unusually versatile. Twelve years' complete management experience, covering all departments, including FCC and industrial phases. Demonstrated local and national sales ability.

Box 161A, BROADCASTING.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. DI. 1205
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineers
Highland Park Village
Dallas, Texas

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N.Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring Md.
(Suburb, Wash., D. C.)
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.
ACCURACY

RING & CLARK
Consulting Radio Engineer
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

AWM
RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • NA. 6718

ADVERTISE in
BROADCASTING
for Results

Renewed Activity In Radio Planned By Westinghouse

Defense Work Main Factor in Plans, Says Robertson

BECAUSE "the radio industry today is certain to gain by the use of a number of new principles and techniques that have been developed for defense requirements," Westinghouse Electric & Mfg. Co. plans to renew its activity in the field of radio, "particularly in the development of new uses for equipment which has grown out of the needs of national defense," according to A. W. Robertson, chairman of the company, in a report to the Westinghouse board of directors last week.

The company and its engineers, he said, are already devoting much thought to the future use of radio equipment for the benefit of civilians after this emergency period.

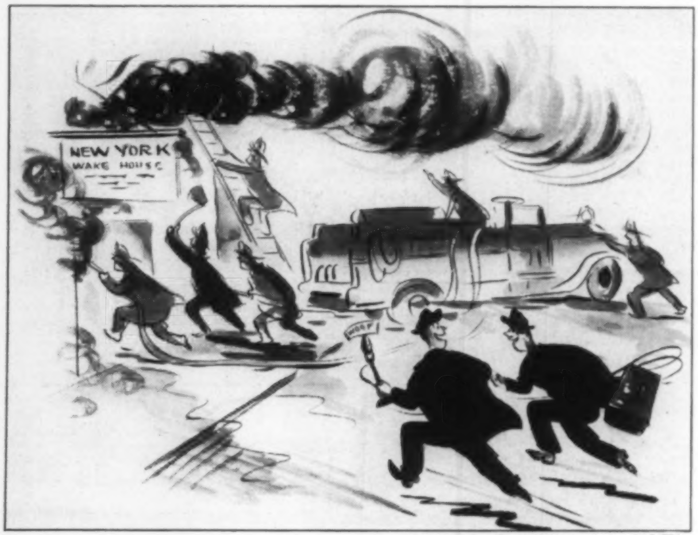
Military Orders

Pointing out that Military secrecy forbids revealing details of these developments at present, Mr. Robertson reported that since the beginning of the emergency period, the Westinghouse radio factory at Baltimore has increased its manufacturing space 400%, and its production 800%, virtually all of which is for national defense. Every one of the company's 25 manufacturing plants is working on a three-shift basis, he stated, and unfinished orders in the radio division at Baltimore alone exceed $40,000,000.

Pioneering 25 years ago in the research and development of radio, Westinghouse later shared its results with RCA, and subsequently withdrew from active leadership in radio development, except in the fields of commercial broadcasting equipment, shortwave and military equipment, Mr. Robertson said. Foreseeing greater military interest in radio in 1937, Westinghouse moved its radio factory from Chicopee Falls, Mass., to Baltimore, "in order to be nearer the headquarters of Navy and Army officials sponsoring newer developments in the field," Mr. Robertson reported, adding that the company is making "excellent progress" in shifting over its peacetime production areas to National defense work.

M & M Plans Change

M & M CANDY Co., Newark, contemplating a network show for early next year, has issued cancellations effective Dec. 5 for its schedule of station-break announcements currently running on approximately 15 stations [BROADCASTING, July 21]. Contracts had until April 1942 to run. Though no show has yet been selected, it is understood that Lord & Thomas, New York, agency in charge, is looking for one of the audience-participation type. A limited network of eastern stations will be used.



Drawn for BROADCASTING by Sid Hix

"We're Here Before Mayor LaGuardia!"

Coast Agencies Seeking Repeat Ruling; Practical Problems Cited by Networks

A PLAN to relieve the problem of buying network radio time on the Pacific Coast is provided in a resolution adopted at the recent Pacific Coast Convention of the American Assn. of Advertising Agencies. In announcing the plan Dan B. Miner, chairman of the Pacific Council, said it was designed to spread the popular programs over an additional hour or two in the evenings. Benefits to be accomplished were listed as:

1, To give the public a chance "to do the things they want to do" and hear more of the programs they like; 2, give national advertisers more good periods for their programs; 3, give Pacific Coast advertisers better opportunity to secure favorable periods; 4, give networks more hours to sell when a larger audience is available.

Equal Status

According to the Coast group, the resolution recommends "that a rebroadcast of a national program will have the same status as a Pacific Coast regional program in the selection of network time."

It is claimed that transcontinental network advertisers now have priority of time, larger discounts and lower talent cost-per-thousand. The transcontinental advertisers claim their big shows have "made" radio and they are big customers of the networks, thus meriting special consideration. Under the proposed plan, network repeats originating in Hollywood would be restricted to periods after 9 o'clock.

Network Reaction

Consensus of Hollywood network executives was that the effect of the resolution would unquestionably be advantageous to Pacific Coast advertisers but it would have several practical disadvantages from the standpoint of transcontinental network operations.

Don E. Gilman, NBC-Pacific Coast vice-president, said one of the problems involved arises from the additional line facilities required with programs coming in later. Further, musicans and artists would have to appear for the second broadcast at an unfavorable hour.

Practical problems also were cited by Donald W. Thornburgh, CBS Pacific Coast vice-president, including conflicting interests of the Mountain time zone. During daylight saving months, he continued, the national network would have to employ talent at such hours as 1 to 4 a. m. New York time. He further mentioned that over 90% of national network business is placed by eastern advertisers and agencies, who might not approve such a plan.

Wilbur Eickelberg, sales manager of Don Lee Broadcasting System, which is the West Coast outlet of MBS, declared, "We certainly believe that Western advertisers are entitled to some opportunity to reach the listeners during peak periods . . ."

Bickford Joins INS

LELAND BICKFORD, author of *News While It Is News,* formerly editor-in-chief of the Yankee and Colonial networks news services has joined the sales staff of INS. In the interim of his change to his present position, Mr. Bickford entered the mayoralty primaries at Medford, Mass., losing by 22 votes.

WFTL Joining MBS

WFTL, Fort Lauderdale, Fla., about Dec. 1 will become an affiliate of MBS, keeping the network's total outlets at 192, due to WHDF, Calumet, Mich., being dropped from the lineup two weeks ago. Owned by R. A. Horton, the station operates on 250 watts, 1400 kc., unlimited.

KCMO, in Kansas Cit
To Join Blue on Jan. 2

KCMO, Kansas City, original
scheduled to become a basic NB
Blue station Dec. 1, will join t
network Jan. 20, 1942, shifti
from its present status as a supp
mentary affiliate on that date. E
ning hour rate is $200.

At the same time the eveni
hour rate for WREN, Lawren
Kan., NBC Basic Blue station, w
be reduced from $240 to $180
advertisers ordering KCMO,
new business after Jan. 20 to
clude both stations. Cut-in
nouncement rates for WREN
be $15 evening, $7 daytime, and
Sunday afternoons.

Current advertisers using
Blue will not be required to
KCMO during their current c
tracts nor on renewals of contr
effective after Feb. 20, 1942.

PA Plans New Progra
On Editors Assignmen

PRESS ASSN., Associated Pr
subsidiary handling the prepa
tion and sale of AP news
radio, has entered the progr
production field with *Editor's A*
signment, half-hour dramatic se
based on actual experiences
American newspaper editors
writers. Oliver Gramling, assist
general manager of PA, will
as m.c. on the series, and e
program will have as its guest
tist the editor whose experience
dramatized. Programs will o
with an interview of the guest
Mr. Gramling, which will lead i
the drama, and will close with s
eral minutes of news or news c
mentary, as the sponsor pre
Editors will be asked to su
their stories for use on the
and those whose tales are
will be "handsomely paid" for t
labors, PA stated.

Avocado Campaign

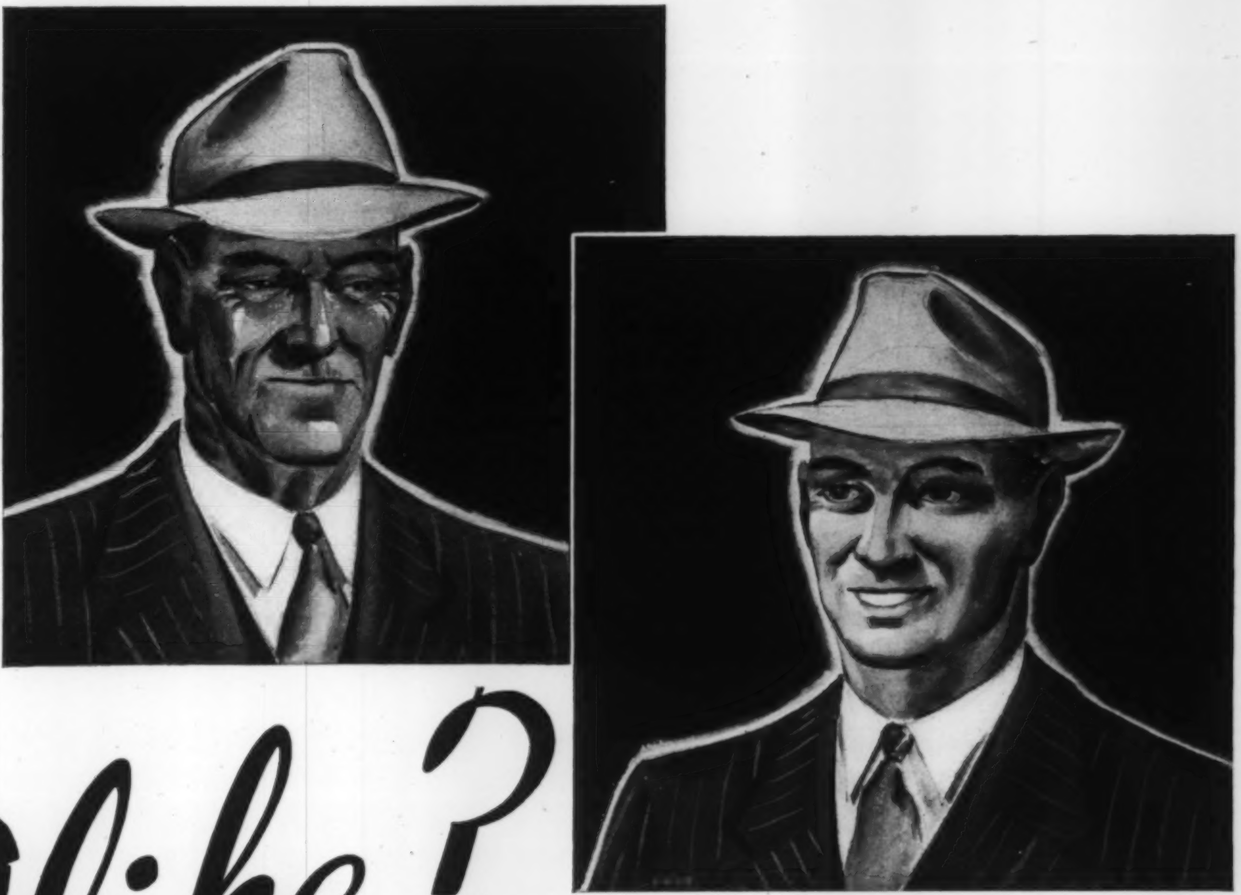
CALAVO GROWERS of Cali
nia, Los Angeles, recently sta
a brief campaign over 16 stati
in each case buying participa
in home economics programs. A
Jan. 1, 1942, the sponsor will
up its radio schedule and may
pand to other markets. Two pa
cipations are being used weekly
most cases. The agency is J. Wa
Thompson Co., San Francisco.
tion list: KHJ KECA KGO KM
KSL KOMO KFPY KEX WF
WBBM WGAR WJR WTMJ
WOAI KPRC.

Video Engineers Soug

RADIO technicians with ex
ence in television and cathode
equipment, along with trainin
operating amateur and comme
equipment, are sought by the N
in a recruiting circular. Quali
men will be accepted for enlistm
as petty officers second class in
Naval Reserve and trained for
cialized work. Training pay wi
$72 a month. Pay will be incre
as they are advanced to hi
ratings.

Magazines Merge

EFFECTIVE Jan. 2, 1942, *Prin*
Ink and *Printers' Ink Monthly* w
consolidated into one publicati
carry the former title, with a
format of the so-called sta
8½ x 11½ size.



Alike?

They buy the same cigarettes, the same clothes, the same cars, but one buys ver $100,000,000.00 worth of farm equipment each year

tside of a healthy sunburn there's not much dif-
rence between the average looks of a Southern
rmer and his city friend. Full dress suits and
mond rings aren't out of the farmer's
ch. Fact is; he not only "keeps up with
Joneses" in the city when it comes to
nding, but many times pays out a good
more. For instance, last year out of
$2,000,000,000.00 income approximately
15,000,000.00 of it went for farm equip-
nt.

y executive and farm owner. They're
h about the same down South. And radio, we believe, has played an important part in this similarity of tastes. Into the farmer's remote have, for example, come WSM's educational features, up to the minute news flashes, market data . . . culture. Through radio and WSM, he and his family, hungry for knowledge, thirsty for culture, have been informed, educated and entertained. Is it any wonder he buys the same WSM advertised products as his city brother? Is it any wonder that WSM's coverage, approximately 50% rural and 50% urban, is so mighty important to advertisers?

Air Castle of the South
W E
50,000 WATTS CLEAR CHANNEL

HARRY L. STONE, Gen'l. Mgr. WSM **NASHVILLE, TENNESSEE**

OWNED AND OPERATED BY
HE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

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